OFFICE EQUIPMENT *Digest*

Check and pass on

AUGUST
1945

FICE BEAUTIFUL

ce executives spend re of their waking urs in their offices n in their homes, ir offices should be least as attractive- furnished and deco- ed as their homes. reasons Alfons Bach sociates, New York, planning for their ents' offices such as s done for the ner Shops, New rk.

D!

Edited for Purchasing Agents, Controllers and Office Managers

The $ $ $?

WHY

Neva-Clog Staples for Neva-Clog Staplers?

NEVA-CLOG DJ-340 STAPLES

These NEVA-CLOG Staples are especially made for use in J-30, J-60 machines. Made with greatest care and precision. 5M per box.

BECAUSE

They are made each for the other.

For over twenty years it has been a satisfactory union as many thousands of users testify.

For a long, long time now Neva-Clog Policy has proven profitable for Neva-Clog users, as hundreds will agree.

FAIR TERMS — RIGHT DISCOUNTS — HONEST VALUE

Always Buy—Use and Sell

Neva-Clog Staples for

NEVA-CLOG STAPLING PLIERS

"The Machine of a Thousand Uses to Fasten Things Together"

NEVA-CLOG A-1000 STAPLES

Made to fit S-100 Machine—100 to a strip—1M per box—10M per carton.

NC

NEVA-CLOG B-3/8 Staples
50 to a strip, 5,000 per box

NEVA-CLOG PRODUCTS, INC.
BRIDGEPORT, CONN.

ES

spe-

ma-

and

WHEN FIVE O'CLOCK HANDS HAVE SIX O'CLOCK DATES

Women's hands constitute a vitally-important factor in office and factory work. Smears, stains and soilage from typewriter ribbons, carbon paper, duplicating machine operating and hundreds of other work-a-day jobs are frequently causes of skin irritations, embarrassment and absenteeism. Hands uncared-for are a business liability.

Rainbow HAND CLEANER

While you can't remove these causes, you can alleviate their effect and give morale a big boost by having containers of Rainbow Hand Cleaner handy in your lavatories and rest rooms. Pure, non-irritating Rainbow contains a number of the same superb cleaning and skin-soothing ingredients that are used in many of the finest cosmetics and lotions. It whisks away all embarrassing signs of five o'clock hands that frequently dull the pleasure and glamour of six o'clock dates . . . cleans, refreshes and softens the skin.

Ask your stationer or the Columbia office nearest you for a demonstration and prices.

COLUMBIA RIBBON & CARBON MANUFACTURING CO., INC.

MAIN OFFICE & FACTORY: GLEN COVE, L. I., N. Y.

New York • Kansas City, Mo. • Chicago • Detroit • Milwaukee • Minneapolis • Nashville • Philadelphia
Pittsburgh • Cincinnati (Harris-Moers Co.) • Portland, Ore.

Also: London, England; Sydney, Australia

"My BIG BROTHER makes a BIG HIT with BIG INK users!"

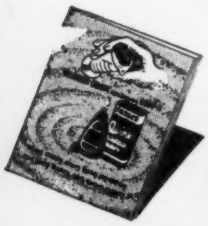
An exclusive feature—*solv-x*—has made Parker Quink America's largest selling ink in the 2 oz. and 4 oz. sizes. That same great feature works even better in establishing Quink as *the* ink for quantity buyers. For Quink with *solv-x* costs no more than ordinary inks yet it's *three ways* better:

1. **Quink is the *only* ink containing *solv-x*. Cleans pens as they write, ends clogging and gumming. Stops most pen troubles before they start—a time and money saver for offices.**

2. **Quink with *solv-x* is brilliant, smooth-flowing, fast-drying—the ideal all-purpose ink for records, checks, correspondence and photographic processes.**

3. **Quink with *solv-x* is permanent! Records written with Quink have been sharp and clear after hundreds of hours in the blazing sun. And tons of water have failed to wash out Quink's legibility.**

Give Quink an on-the-job-test. It's your best ink buy for *every* use! 7 permanent, 2 washable colors—at your suppliers in pints, quarts, gallons. The Parker Pen Company, Janesville, Wisconsin and Toronto, Canada.



FREE

Proof booklet!

Shows, tells complete story of Quink with *solv-x*. Filled with facts, photographs, testimonials . . . proof of Quink's all-'round superiority. Write The Parker Pen Company, Janesville, Wis., for your copy. No obligation.

Copr. 1945, The Parker Pen Company

NATIONAL INK SURVEY SHOWS QUINK POPULARITY

1200 stationers, druggists, chain stores and other ink retailers say:

1. *48% of ink users buy by brand.*
2. *Of these, 46% specify Quink!*
3. *Quink is America's largest selling ink.*
4. *Quink is holding or increasing its sales leadership in 93% of its outlets!*

PARKER QUINK *the only ink containing* SOLV-X

"Impressive Impressions" Are Lasting Impressions

Continued repeat orders and a growing demand for

RED FEATHER STENCILS

and Duplicator Supplies

give proof of their constant impressive performance. A growing host of satisfied customers know. It pays to standardize on Red Feather Products.

STENCILS • DUPLICATOR INKS • DUPLICATOR SUPPLIES • CORRECTION FLUID • TYPE CLEANER • HECTO FLUID

Send for illustrated catalog today.

RED FEATHER PRODUCTS LTD.

REDWOOD CITY · CALIFORNIA

War gave Progress the "GUN"

Here at Corry-Jamestown the demands of war rammed their spurs into research until it leaped ahead at an unprecedented pace. The results will be evident in the new Steel-Age Office Furniture.

For example, today we fabricate steel, stainless steel and aluminum to tolerances unheard of in this field before the war. Today, we weld by electronics. Today, we bake on finishes in improved, automatic, gas-fired ovens.

That means, as soon as Peace permits their release, we'll be able to offer you the fruits of many years progress telescoped into a few because war demanded we do it.

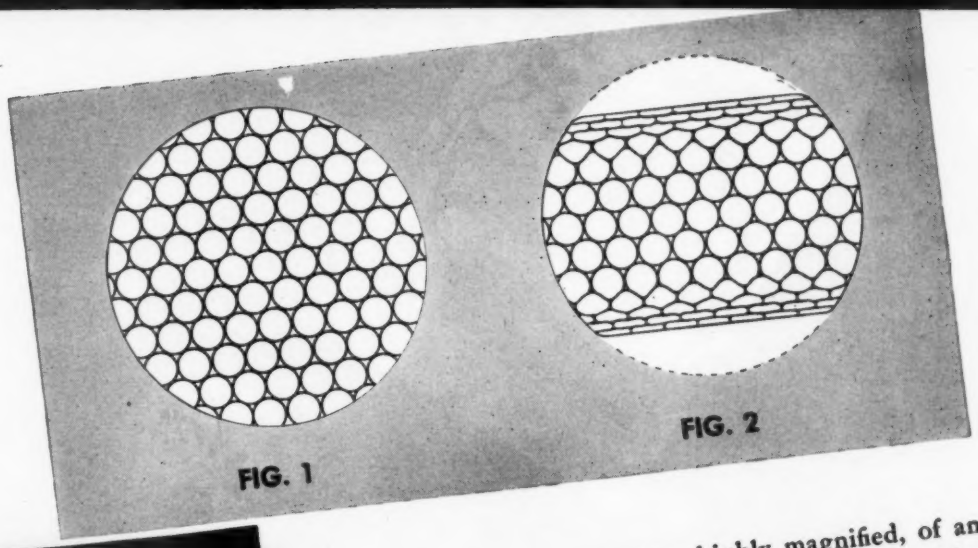
David A. Hillstrom, President

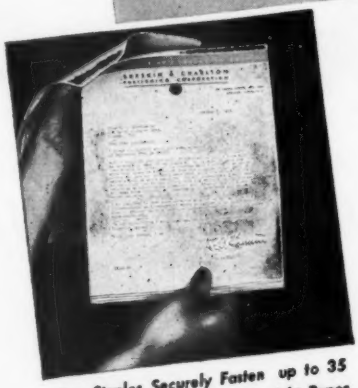
CORRY-JAMESTOWN
MANUFACTURING CORPORATION
CORRY, PENNA.

Steel Age

Here's Why ACE STAPLES

HAVE SUCH HIGH TENSILE PENETRATING STRENGTH

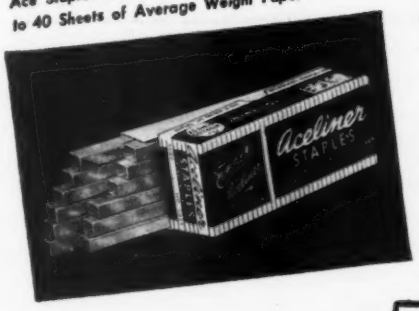




Ace Staples Securely Fasten up to 35 to 40 Sheets of Average Weight Paper

FIG. 1 shows a cross section, highly magnified, of an all-round steel wire. In the production of Ace Staples only the finest quality, precision made, accurately drawn-to-size steel wire is used.

FIG. 2. The wire is then compressed on two sides, as illustrated. This condenses the grain of the wire along the outer edges where the greatest strength is most desirable. By giving the staples higher tensile and penetrating strength buckling is practically eliminated. In fact Ace Staples are so tough they will readily penetrate and securely fasten up to 35 to 40 sheets of average weight paper. All Ace Staples are hand inspected, insuring accuracy and perfect alignment.



DEALERS! *To insure finer, smoother, more efficient stapling performance give your customers the best staples made . . STAPLES BY ACE.*

SOLD THROUGH DEALERS EXCLUSIVELY

The WORLD'S FINEST

ACE

Stapling Machines for Every Purse and Purpose

The WORLD'S FINEST

ACE FASTENER CORPORATION • 3415 NORTH ASHLAND AVENUE • CHICAGO

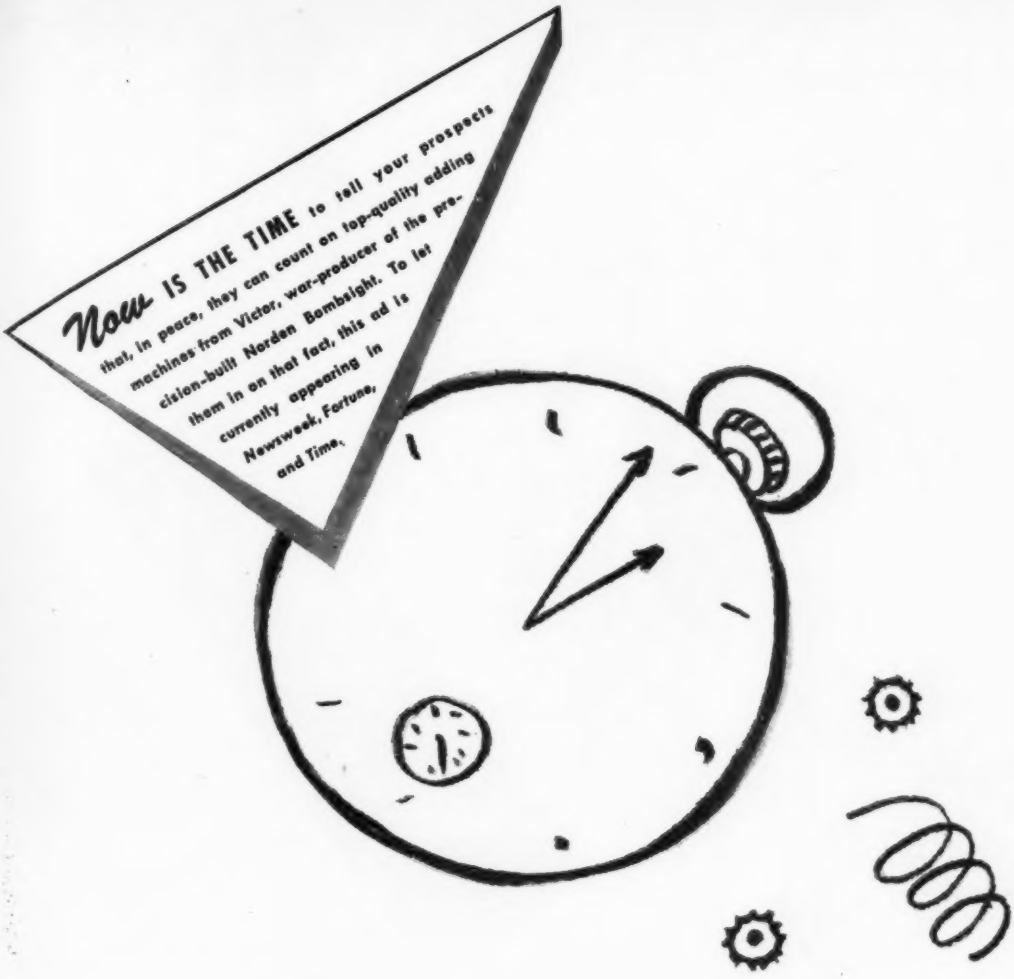
PRIDE IN SKILLED CRAFTSMANSHIP

As the name implies, Silk Spun carbon paper offers a limited number of discriminating executives and operators a product of uncompromising standards that long has been recognized for producing the greatest possible number of clear, clean, brilliant copies. These fine examples of precision workmanship are made by the exclusive "M&V" Duplex Process that literally forces the rich ink mixture through every fibre of the tough, though extremely light weight paper. They provide a far greater intensity of copy yet economically insure a more gradual weardown. All Silk Spun ribbons continue to be made of the finest quality genuine pure silk fabric produced. They insure accurate work of unexcelled neatness and uniformity even under the most exacting machine conditions.

MITTAG AND VOLGER, INC.

ESTABLISHED 1881

FINE CARBON PAPERS & INKED RIBBONS · PARK RIDGE, NEW JERSEY



Even the tinker wouldn't give one for it, now!

● Neither would anyone else. Yet the urge to putter, to "fix-'er-myself," is universal—an excellent though sometimes expensive hobby.

In other things, *skill* can mean the difference between life and death. It does in your work, economically speaking. It does in ours, *literally.* For an infinitesimal error anywhere in the Norden Bombsights that we make for the Army can cause a bombload to miss the target by several hundred yards. Anything less than perfection, in this case, comes high. Its cost is computed in terms of a wasted mission — in precious lives of airmen risked to no avail.

That makes one think. And Victor people *do.* This awareness of heavy responsibility gives them the patience to keep everlastingly at the job of producing a perfect product. Such training is your best guarantee that every postwar Victor Adding Machine will be worth its weight in right answers. For they'll be built under the *same* roof that housed the Norden Bombsight ... by the *same* craftsmen... using the *same* precise manufacturing skill.

In a Victor, you'll get more for your peacetime adding machine dollar. You wouldn't think of tinkering with that.

New, lightning-fast, full-keyboard Victor Portable Electric with direct subtraction; adds, lists, multiplies, divides... pops up right answers—every time. Also in 10-key models that will be available as soon as war demands permit our making them.

VICTOR ADDING MACHINE CO.

Conserve your adding machines by having them inspected and cleaned at regular intervals by your local Victor dealer or factory branch.

STILL WORKING WITH RIGHT ANSWERS

"My, what a big mouth you have!"

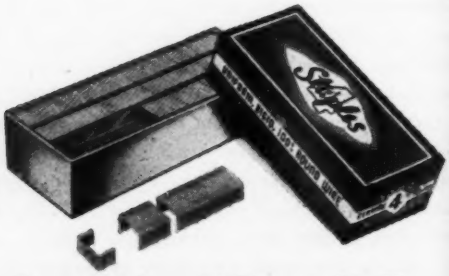
Swingline
SPEED STAPLERS

That wide-swinging mouth is one of the exclusive advantages of a SWINGLINE Stapler, my dear! . . . No other stapler can be loaded so easily and so quickly. . . . Instead of fussing around with springs or gadgets, you just flick the mouth wide open. . . . There's the staple channel and the entire mechanism completely visible and accessible! . . .

SWINGLINE STAPLERS are trouble-proof, and, in every respect, the most desirable staplers made. . . . Buy SWINGLINE and you buy SPEED! Desk and Plier-Type Models – $1.50 to $5.50.

Every SWINGLINE is a TACKER, too

Swinglines take any standard staples but you'll prefer Genuine SPEED Swingline STAPLES. Precision-made of 100% round wire, free from excess glue film that causes clogging.



SPEED PRODUCTS COMPANY **Long Island City 1, N. Y.**

To Make a Good Impression
Old Town
RIBBONS • CARBONS
DUPLICATING SUPPLIES
SPEED
EFFICIENCY
ECONOMY
OLD TOWN HERMETIC
Old Town Carbon Paper
Old Town DUPLICATING FLUID
CLEANSING CREAM
REGIST ROLL
Old Town MASTER PAPER
Old Town COPY PAPER
• CARBON PAPER
• INKED RIBBONS
• DUPLICATING CARBONS
• MASTER UNITS
• DUPLIFORMS
• DUPLICATING PAPERS
• CARBON ROLLS
• CARBON RIBBONS
• HAND CLEANSING CREAM
Old Town
RIBBON & CARBON CO. Inc.
Foremost Makers of Ribbons and Carbons for Every Use
750 PACIFIC STREET, BROOKLYN 17, NEW YORK, N. Y.

...based on laminated Presdwood!

STURDY, RIGID, DURABLE. The Diebold paper punch is that—and more! It's an attractive addition to any store's line of office tools. And, for its base, it has the famous Masonite* Tempered Presdwood, *laminated* to the desired thickness. Even the back paper stop consists of a strip of this strong, hard material.

All up and down the line, the wonder-working Presdwoods provide practical utility with increased eye-appeal. A lignocellulose product of exploded wood fiber, Presdwood brings the light weight, the workability, the warm feel of wood, without many of wood's disadvantages. Presdwood won't split, chip, crack or peel. Without grain, it's strong in both directions. Its edges are easily smoothed—and stay smooth!

The rich, chocolate-brown shade of Presdwood dignifies the appearance of many an office item. And, when used as an unseen part of a wide variety of products, it furnishes sturdiness and long life.

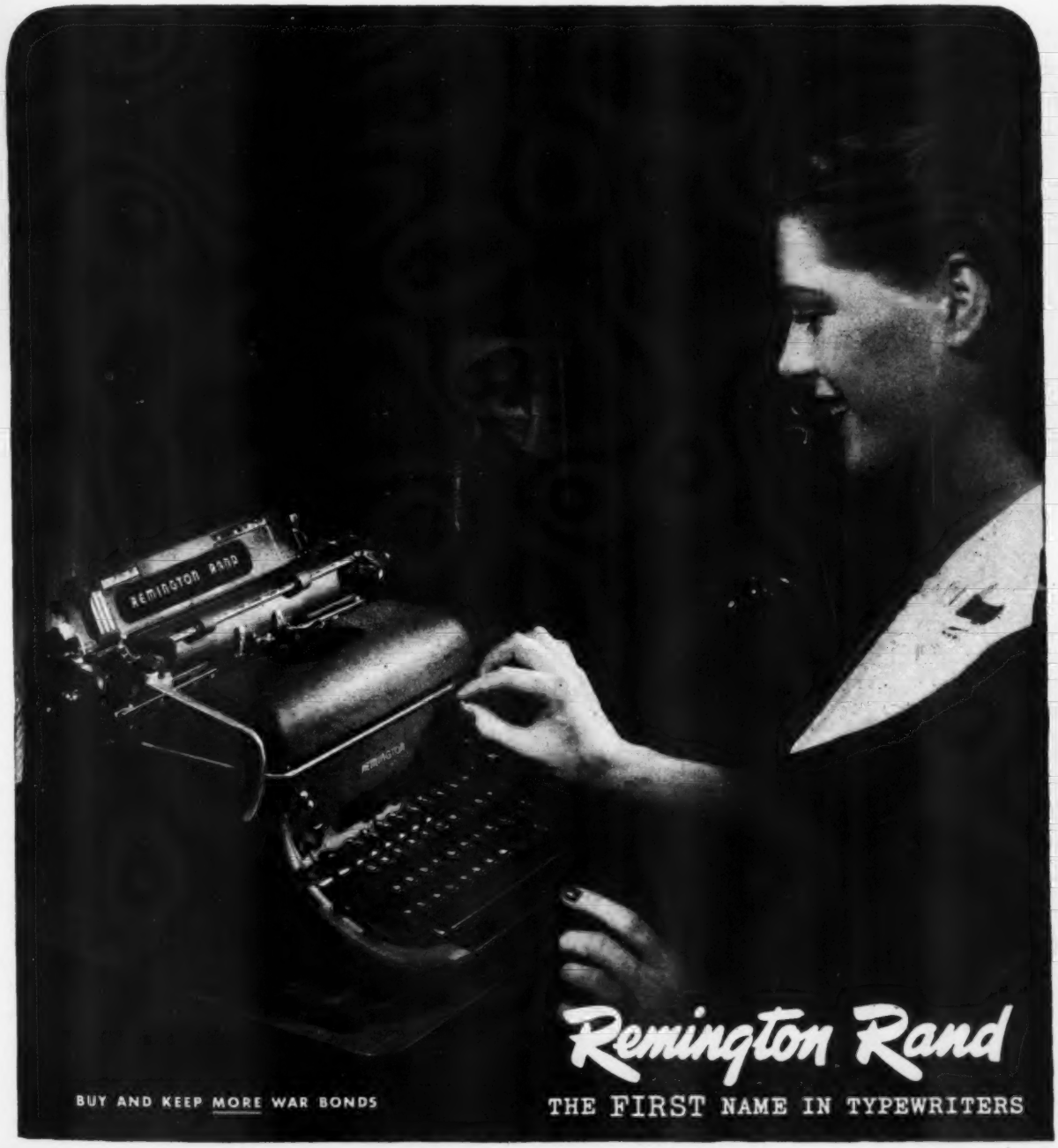
You can recommend products made with the Presdwoods! For further information, address Masonite Corporation, Dept. GT-8, 111 W. Washington St., Chicago 2, Ill.

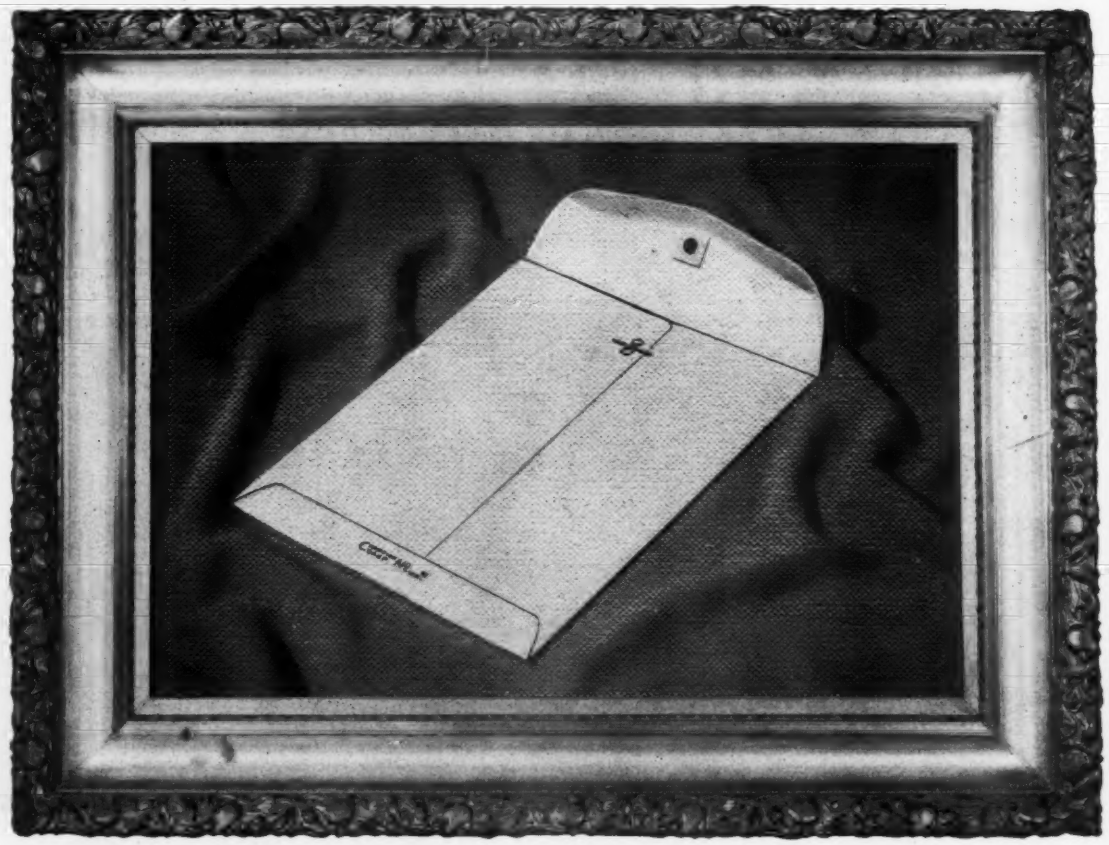
MASONITE BRAND PRODUCTS
REG. U. S. PAT. OFF.
Products of the State of Mississippi

*"Masonite" is a trade mark registered in U. S. Pat. Off. and signifies that Masonite Corporation is the source of the product.

New Touch and Action ... Keyed to You!

***TOUCH AND ACTION KEYED TO YOU*... that's what you'll find in the NEW REMINGTON, now on unrestricted sale—the sweetest-running typewriter ever made. Remington Rand research and development engineers have scored another of their brilliant successes, creating a Personal Touch more uniform and sensitive, an action more streamlined, than ever before conceived. A new touch, instantly changeable to your own desire—a new action, swifter than the fastest-flying fingers ... these are the two features most wanted by every typist, and built as only Remington Rand craftsmen can build them. No wonder more Remingtons have been bought than any other make! No wonder Remington Rand is the FIRST name in typewriters! See for yourself ... phone your nearest Remington Rand office or representative ... today!**





Portrait of a Champion

"CHAMPION CLASP"

The clasp envelope that is always "out in front." A rugged performer with wide, sturdy seams . . . improved (round edge) metal clasp. Nineteen sizes available subject to limitations imposed on strategic materials by war needs.

Sold through Dealers only.

OTHER QUALITY PARK THOROUGHBREDS

LEATHEROID

BLUE LINE AIR MAIL

TWO COMPARTMENT

BANKER'S FLAP

AIRWAY EXPRESS

EXECUTIVE DESK FILES

★

QUALITY PARK
ENVELOPE COMPANY

General Office and Factory
Quality Park
St. Paul 4, Minnesota

Chicago Office and Warehouse
564 W. Monroe Street
Chicago 6, Illinois

AT LONG LAST...A *MACHINE* THAT CLEANS TYPEWRITERS

When your typewriter repair man tells you that your machines are cleaned with Magnusol (as a large proportion are today), you can feel sure that they have been given as thorough a cleaning as possible. And if he goes a step further and tells you about the machine his organization uses to improve the cleaning job, you may be sure it is the new

Magnus Aja-Dip "TW" Cleaning Machine

(Patented)

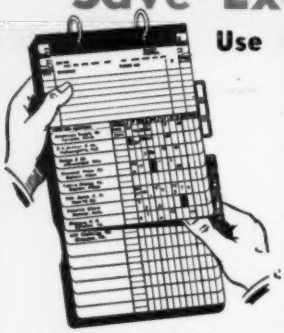
This unit makes it possible for the Magnusol solution to reach small openings and tight passages in a machine like a typewriter which cannot be cleaned by ordinary soaking. The units to be cleaned are repeatedly raised and lowered in the cleaning solution, providing a vigorous, many-times-repeated "swishing" contact of the cleaner with every part of the work. The result is faster, better and much more dependable cleaning. Any type of business machine can be cleaned in this machine, which has a capacity of from eight to twelve units per hour.

Ask Your Repair Man About Magnusol and the Aja-Dip Machine!

MAGNUS MAGNUS CHEMICAL CO., 12 SOUTH AVE., GARWOOD, N. J.
Cleaners and Machines

Save Executive Time—Cut Clerical Costs

Use HANDIFAX Color Signaling, Visible Indexing, Visible Tabulation

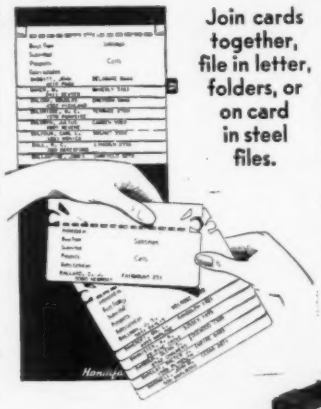


Handifax Ring-Binders for 100 to 500 cards.

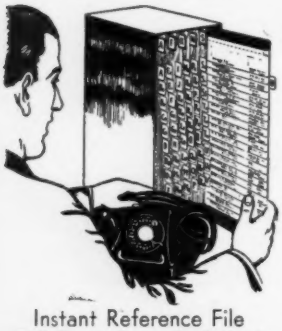
The Handifax Visible Record Card lends itself to all types of records, makes your present record serve you better at very low cost. If you want to see what we can do for you, send us forms you are now using. We draw up forms on Handifax Cards without cost or obligation and submit to you for your consideration.

10 Years National Use—Write for Catalog

Ross-Gould Co.
319 N. Tenth St., St. Louis 1, Mo.



Join cards together, file in letter, folders, or on card in steel files.



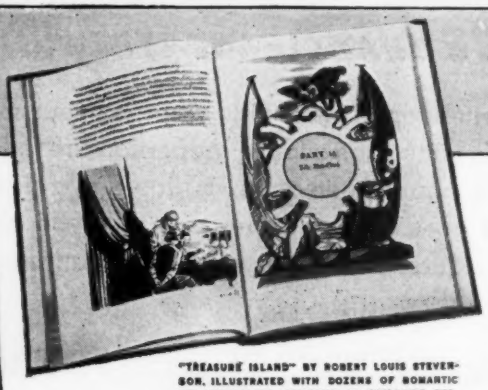
Instant Reference File Pull Out—See—Push Back

Saves Time—2000 to 6000 conveniently at hand.

Saves Clerical Time—20,000 cards for quick reference or posting.

HANDIFAX Visible Records •• St. Louis

ON THE LINE...ALL THE WAY WITH HIGGINS INKS



"TREASURE ISLAND" BY ROBERT LOUIS STEVENSON, ILLUSTRATED WITH DOZENS OF ROMANTIC SWASHBUCKLING DRAWINGS IN BRILLIANT COLORED HIGGINS INKS BY EDWARD A. WILSON

The precision performance of Higgins Inks appeals to men with clear-cut ideas. Higgins Inks encourage the solution of their problems directly, without waste of line or effort. Such an artist is Edward A. Wilson, who has been using Higgins and Higgins exclusively these many years and with an effectiveness exemplified in this drawing from his designs and illustrations for Robert Louis Stevenson's "Treasure Island" issued by The Heritage Press.

THE INTERNATIONAL STANDARD FOR EXCELLENCE

SINCE 1880

SEND FOR A COLOR CARD

HIGGINS INK CO., INC.
271 NINTH ST., BROOKLYN 15, N. Y.

...for Every Office Purpose

Waterman's Inks are available in *any size* bottle you can think of—from gallons, quarts and pints to the individual 2 oz. Tip-Fill Bottles shown above.

Waterman's Inks are available for *any purpose* you can think of—from guarding your precious documents and records, to handling your ordinary, routine correspondence.

And remember this: When you buy Waterman's Inks, you're buying the largest-selling ink in the world—the ink made to a 50 year old formula famous for smooth writing and safe pen protection.

Ask your distributor for Waterman's Inks. He can supply you with 8 great colors—including Blue Black and Permanent Black, the Inks that "last as long as the paper they're written on."

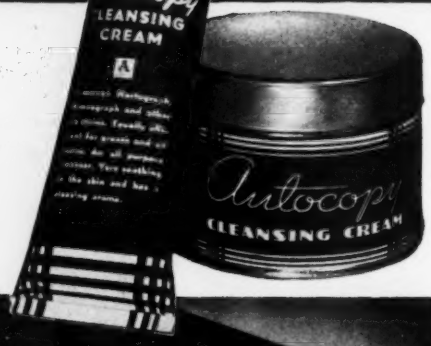
L. E. WATERMAN CO., 344 Hudson Street, New York 13, N. Y.

Waterman's

The Ink that's right — on the Tip of Your Pen

Autocopy PRODUCTS

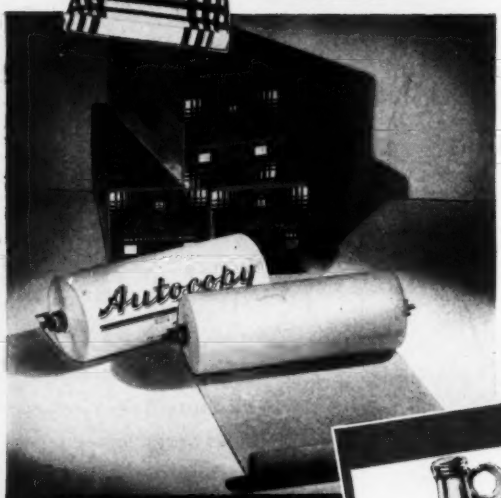
GENERATE PRIDE ON THE JOB



IN 30 SECONDS . . . AUTOCOPY CLEANSING CREAM

Removes Hours of "Copy Machine Stain" From Hands!

The most frequent complaint of copy machine operators—stained hands—is simple to eliminate. For in only 30 seconds, Autocopy Cleansing Cream removes the stain acquired on hands in hours of work. With all its speed and positive action in removing Hectograph, Mimeograph and other ink stains, and grease or oil, too, this all-purpose cleansing cream acts gently; leaves hands soft and smooth; does not mar nail-polish.



AUTOCOPY GELATIN ROLLS FOR BRILLIANCY OF COPY . . . AND LONG SERVICE LIFE

By our exclusive formulas, Autocopy Gelatin Rolls are compounded to insure longest efficient use under varying climatic conditions. No bubbles, dents or waves on Autocopy rolls. Autocopy rolls consistently produce clean, bright and perfect impressions. Autocopy Gelatin Rolls are available for all makes of duplicators—are "standard material" with many of the Nation's largest users.

OTHER Autocopy PRODUCTS

Autocopy Spirit and Hectograph **Carbon Paper.** Available in purple, blue, green or red; soft, medium or hard finishes.

★

Autocopy Master Sets (Plain). For all spirit duplicators.

★

Autocopy Ribbons, made of the finest cloth, in semi or full inkings. Colors: Purple, Purple and Red. Copying and in combination with Record Inking or special purposes.

WRITE FOR LITERATURE AND PRICES.

IN COPY FIDELITY . . . ON LONG OR SHORT RUNS

Autocopy Direct Process Spirit Fluid STANDS OUT!

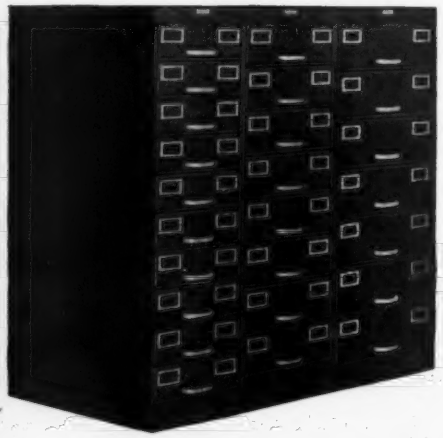
Here's the way to brighter clean-cut copies, extra long runs, instant drying of paper that avoids "sloppy-copy" offsetting. This carefully-compounded duplicator fluid is practically odorless and is non-injurious to machines. For all direct process duplicators! In gallon jugs or 54 gallon drums.

Autocopy, Inc.

462 West Superior Street CHICAGO 10, ILLINOIS

One TOUGH CUSTOMER
is still asking for the "WORKS"
That's reason enough to wait just a little longer for those Invincible Metal Filing Cabinets you need. It's a good idea to keep in touch with your Invincible dealer—for you will certainly want to complete your filing system with Invincible's new metal filing cabinets.
INVINCIBLE
INVINCIBLE METAL FURNITURE COMPANY
MANITOWOC, WISCONSIN

New England Craftsmanship in Wood



Multiple Drawer Card Cabinets

Cabinet making is our business—here are our Multiple Drawer Card Cabinets developed from over a half century in the manufacture of fine cabinet work. Sturdily built of air seasoned and properly kiln-dried hard woods. Available in Olive Green, Walnut, and Mahogany finishes.

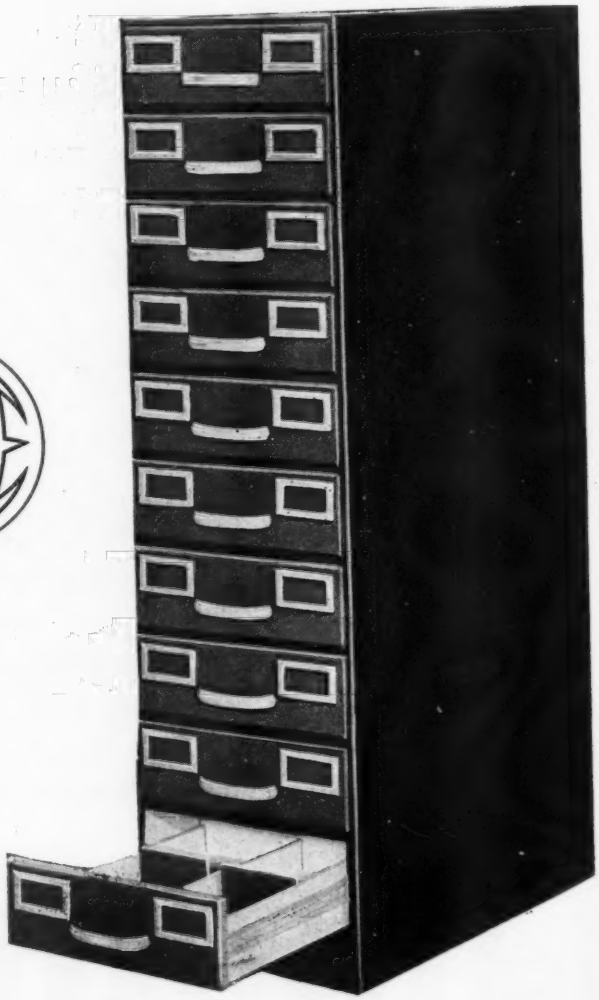
5 x 3 CARD FILE
10 drawer
20 compartments

5 x 4 CARD FILE
8 drawer
16 compartments

8 x 5 CARD FILE
7 drawer
14 compartments

We also manufacture special equipment and cabinet work from architect's drawings and specifications or we will gladly submit drawings prepared by our designers. We respectfully invite your correspondence.

Write for our catalog.



	Height	Width	Depth
10 Drawer, 20 Compartments For Cards 5" Wide x 3" high	52"	13¾"	28"
8 Drawer, 16 Compartments For Cards 6" Wide x 4" high	52"	15¾"	28"
7 Drawer, 14 Compartments For Cards 8" Wide x 5" high	52"	19¾"	28"
6 Drawer, 12 Compartments For Cards 9" Wide x 6" High	52"	21¾"	28"

New England Woodworking Co.

512 East 137th Street New York 54, New York

"THE BOSS EVEN TAKES ME FISHING..."

"You can't blame the boss for liking pure comfort. When there's work to be done, he's another human dynamo, but he believes in being comfortable, too —and does a better job because of it. One thing he demands is the *right* seat cushion—a yielding, resilient, sponge-rubber cushion—for complete, restful support.

"That's where I come in . . . the *Spunfoam President,* Sunruco's finest! The boss takes me everywhere. In his office all day, at home in his den where he spends many a night poring over government reports . . . in his car when an emergency business trip comes up. And, yes—the boss even takes me fishing.

"A little unhandy — carrying your comfort around with you — but that will be changed soon. When we're available again, you can bet the boss will get a Spunfoam rubber cushion for his every need . . . and one for every employee of his, as well."

READY NOW! Sun already is releasing for civilian use, several peace-time items that disappeared from counters shortly after Pearl Harbor. Among them are Sunruco rubber finger pads to make filing and counting fingers speedy and accurate; and on the way are others — desk guards, furniture shoes, "Spunfoam" cushions, and many newly developed products. As before, these items are being made of the finest materials, by precision manufacturing methods . . . for discriminating office people who remember the superior quality, and the economy, of the long-established Sunruco line.

SEND FOR NEW BROCHURE

A new brochure gives some ideas fresh from the planning board. Write for your copy and get on the list to receive first announcements of civilian products.

THE SUN RUBBER COMPANY

Sunruco

· BARBERTON · OHIO ·

8-545-11

American Business—

the theatre of Successful Reconversion Planning!

. . . JASPER DESKS

THE HEART OF THE OFFICE

will play a major role in these plans!

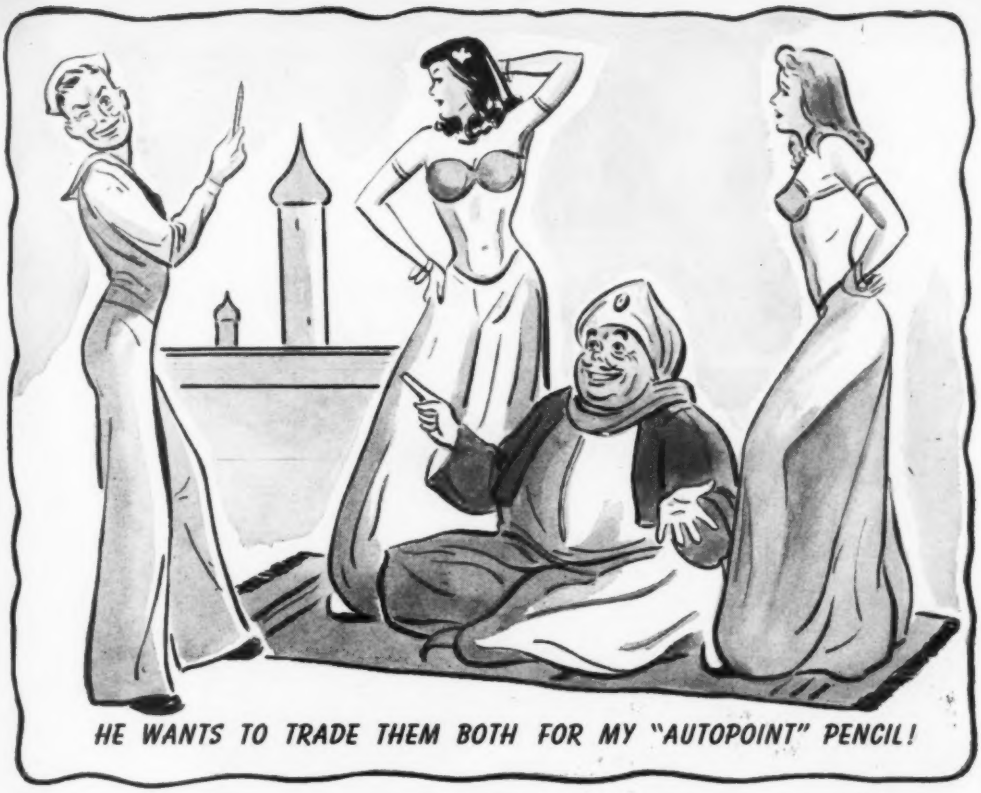
Every cut-back in industry shoulders business with new responsibilities . . . how to make full use of existing factory facilities that were previously geared to war. It goes without saying that American ingenuity will solve these problems but into their solution will go countless hours of diligent discussion and planning. Further we predict that JASPER DESKS will play an important role in many a "business huddle" because it's a natural thing for an executive to hold these postwar conferences around his office desk where facts, records and figures are at his fingertips. For these reasons as well as many others, we are bending every effort towards turning out those JASPER DESKS so in demand by the trade.

THE JASPER DESK COMPANY

JASPER, INDIANA

THE JASPER DESK CO. JASPER, IND.

MEMBER WOOD OFFICE FURNITURE INSTITUTE



EVERYWHERE THERE'S A BIG DEMAND FOR "AUTOPOINT" PENCILS!

For many years our national advertising has told about the famous "Autopoint" Grip-Tite tip that holds leads firmly down to the last 1/8 inch. It has told how leads can't wobble, turn or fall out, and it has told about the utter simplicity of the "Autopoint" foolproof mechanism that assures trouble-free writing for years to come.

Every month millions are being sold on "Autopoint" pencils. Doubtless you have had many calls for them from members of your organization. We are sorry we couldn't furnish you all you could use. Our production facilities have long been devoted to war work, but every day brings us nearer to victory—nearer to the time when there will again be plenty of "Autopoint" pencils. Please bear with us. "Autopoint" pencils are worth waiting for.

Buy War Bonds — And Hold Them

Autopoint
TRADE MARK
BETTER PENCILS

AUTOPOINT COMPANY • 1801 FOSTER AVENUE, CHICAGO 40, ILLINOIS

POSTURE SEATING SERVICE

—with DO/MORE Posture Chairs

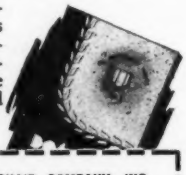
If you or others in your organization suffer from office fatigue, are worn out before the day is half gone, or otherwise show undue strain from office work.. the trouble may be traced to improper seated posture—and here's why:

Surprisingly few persons know what benefits they may expect by sitting in good posture. Fewer know how to sit at work to retard unnecessary fatigue. Still fewer are adept at fitting a chair to themselves and their work.

That's why Domore offers the services of specialists instructed in all phases of posture seating.

When you buy Do/More you get more than a good posture chair—you acquire the advice and services of men whose experience enhances the value of your investment.

You owe it to yourself and other employees to investigate the advantages of Do/More Seating Service. Tear off the request below and mail it to us at once.



DO/MORE

DOMORE CHAIR COMPANY, INC.
DEPT 824, ELKHART, IND.

Please send me (without cost or obligation) folder, "For Distinguished Service."

Name_____

Address_____

City_____ State_____

These Ads Pave the Way for Your Direct Name Business

Hundreds of inquiries have resulted from our offer of the booklet "Y and E" Office Manual Section 17. These inquiries have come from large and small general business concerns, Banks, Insurance Companies, and other specialized businesses.

Each inquiry has received our special attention and the "Y and E" representative concerned has been notified—The splendid response to our offer of this timely booklet has necessitated a reprint to guarantee a sufficient supply for further demands.

Follow these important leads carefully and make the most of our efforts to back up the four-square "Y and E" Exclusive Franchise. Extensive lines, Quality Products, Constructive Sales Co-operation, Specialized Departmental Service.

Branches in the Large Cities

YAWMAN AND ERBE MFG. CO.

Agents and Dealers Everywhere

1044 JAY STREET, ROCHESTER 3, NEW YORK

FOREMOST FOR OVER SIXTY YEARS

"Betcha don't know who ASE is!"

• Of course, these youngsters don't know that A-S-E is the trademark of the All-Steel-Equip Company . . . makers of a line of files that is famous throughout America for improved features, rich good looks, and durability.

Get acquainted with the A-S-E Aurora line . . . note the many quality features! Features that make A-S-E Aurora files your "best buy" . . . the preferred files across the nation.

Let us tell you more about A-S-E Aurora files—about the smooth action drawers, improved locking mechanism, rugged heavy weight steel construction, trouble-free followers . . . and extra filing capacity —actually 26½ inches of clear filing space.

It's a "whale" of a story, a vital story to you—write today.

ALSO 2, 3 or 5 DRAWER SIZES

We also manufacture a complete line of steel storage and wardrobe cabinets. Write today for full information.

ALL-STEEL-EQUIP COMPANY, INC.

300 Cleveland Avenue, Aurora, Illinois

sentences have been imposed by general courtsmartial but have been commuted to life imprisonment or lesser terms.

The army declined to identify the ma

selective service act was passed in 1940.

These figures, which do not include soldiers given lighter punishment by special and summery courtmartial, were issued by Undersecretary of War Patterson at a news conference discussion of the operation of military justice.

Emphasizing that the 22,519 in confinement represent the total

tractive thing for men who want to avoid combat."

Patterson stressed that military justice aims at giving a soldier a fair and speedy hearing, with reviews and other safeguards.

In combat areas operations may slow proceedings, he said, but an average case in the United States will be "cleaned up" within a month, including review.

Arthur J. Lawless

SKY-RITE General Sales Manager. Knows everybody, everywhere. A SKY-RITE pioneer. A swell guy.

STAY RIGHT WITH SKY-RITE

into a permanent organization today and immediately called for a million-signature petition campaign designed to win quick consideration by congress.

"The message of MVA," a resolution adopted at the regional conference said, will be brought "to every city, every hamlet, every crossroad and every farm in the Missouri valley."

Montanan President:

With Wyoming the only basin state not represented, the conference elected former Montana Supreme Court Justice Leif Erickson as president; Raymond R. Tucker, professor of mechanical engineering at Washington university, St. Louis, as vice president, and John E. Wetzig, business manager of local 124, International Brotherhood of Electrical Workers (AFL), Kansas City, as treasurer.

The three officials are prominently identified in their home states with the movement for establishment of an authority.

Executive committee members nominated by their respective states and approved by the committee as a whole were John C. Gallagher, jr., Des Moines, Ia., attorney; Henry C. Mundt, Sioux Falls, S. D., attorney; Floyd Black, Topeka, secretary of the Kansas State Federation of Labor; Charles [illegible], Denver attorney; Sylvester [illegible]ham, regional CIO director at [illegible]ena, Mont., Gaylord Conrad, editor of the Bismarck (N. D.) Capital; Roy N. Towl, Omaha city commissioner, and Henry Pedersen, Guide Rock, Neb.

Pass Resolution

Besides calling upon Congress for "immediate establishment of a Missouri Valley authority, an authority directly responsible

PERSONAL

Dear Aunt Emma:

Some people say—quote—Imitation is the sincerest form of flattery—unquote. I think that's just a lot of B-U-N-K—bee you enn kay—exclamation point.

Take the case of *SKY-RITE for instance. There—in my estimation, is the finest in LIGHTWEIGHT Airmail Stationery. I have come across many boxes of inferior, low grade, stationery bearing similar names. I admit, I have been fooled—but—never again. Now—I INSIST upon getting *SKY-RITE and I make sure I get *SKY-RITE.

If I know you, Aunt Emma, you won't let anyone mislead you by trying to palm off stationery bearing similar names. In fact I'm sure that you, like myself, will insist upon *SKY-RITE whenever you want the best there is, in Lightweight Airmail Stationery. No "near sounding" name will fool you, Aunt Emma—just as it won't fool me.

Your loving nephew,

Sylvester.

P.S. Aunt Emma will be only too glad to mail you a sample sheet and envelope of *SKY-RITE Stationery, if you will address a postcard to:—

"Aunt Emma"
c/o *SKY-RITE
74 Varick St.
New York 13, N. Y.

*Trade Mark Reg. U. S. Pat. Off.

**Infringement of our trade mark vigorously prosecuted.*

To starving millions of a war-racked world, a juicy h[illegible] would provide a most [illegible]

Market Sought

"I have been wondering for some time what we could do with your settlements involving areas important to the preservation of world stability.

Les Corwin

SKY-RITE Western Representative Lives in Beverly Hills. Clean cut, personable and is certainly going places with SKY-RITE.

would set a precedent for future [illegible] on a sectional basis.

Phil Cassidy

Here he is—formerly Secretary of D.S.C. Now, SKY-RITE Ambassador of Good Will to the Drug Trade. Nice fellow "Phil."

and had come to Louisville because [illegible] soldier they met in Ohio told them Kentucky was a "good place to get married."

They were taken to the children's center here when they told the Travelers' Aid interviewer they had been sleeping on church steps and in waiting rooms. They had been traveling with money from the sale of two war bonds, the interviewer

the underground traffic lines led under the Spree river and the Landwehr canal. Special concrete reinforcements were blasted away, and an estimated 60,000,000 to 70,000,000 cubic feet of water rushed into the tunnels, survivors say, and nearly all were drowned.

able belongings took refuge in the subway tunnels.

When the city's light and water system were wrecked in the fighting, people fought in the dark for possession of a bottle of water.

NOTE

Copyright 1945, Agency Paper Co.

SKY-RITE NATIONAL ADVERTISING — — — SCHEDULE — CALLS FOR — AND GETS — 40 MILLION ADVERTISEMENTS A MONTH

today that 102 soln executed during xcept one for mur-

n was a man twice

the Tenn

That lawmakers opposing MVA "cease their double bookkeeping methods whereby on one hand they laud the San Francisco charter and on the other hand kill off legislation which would carry into deeds

go home.

but is back in action. Casualties totaled 184, of whom 60 were killed, the navy said. The cruiser put back to sea after a visit to the Terminal Island, Calif., naval dry dock where

bombs and artillery shells added to the inferno.

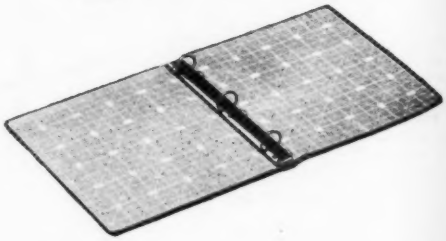
The climax came when Hitler's SS troops, pressed hard by the Russians, tried to escape to other parts of the city via the tunnels and found escape impossible because the

WHEN THE SCHOOL BELL *Rings* THIS FALL...

WE HOPE TO BE ABLE TO SUPPLY SOME DEMANDS FOR

FELDCO

ZIPPER & REGULAR RING BINDERS



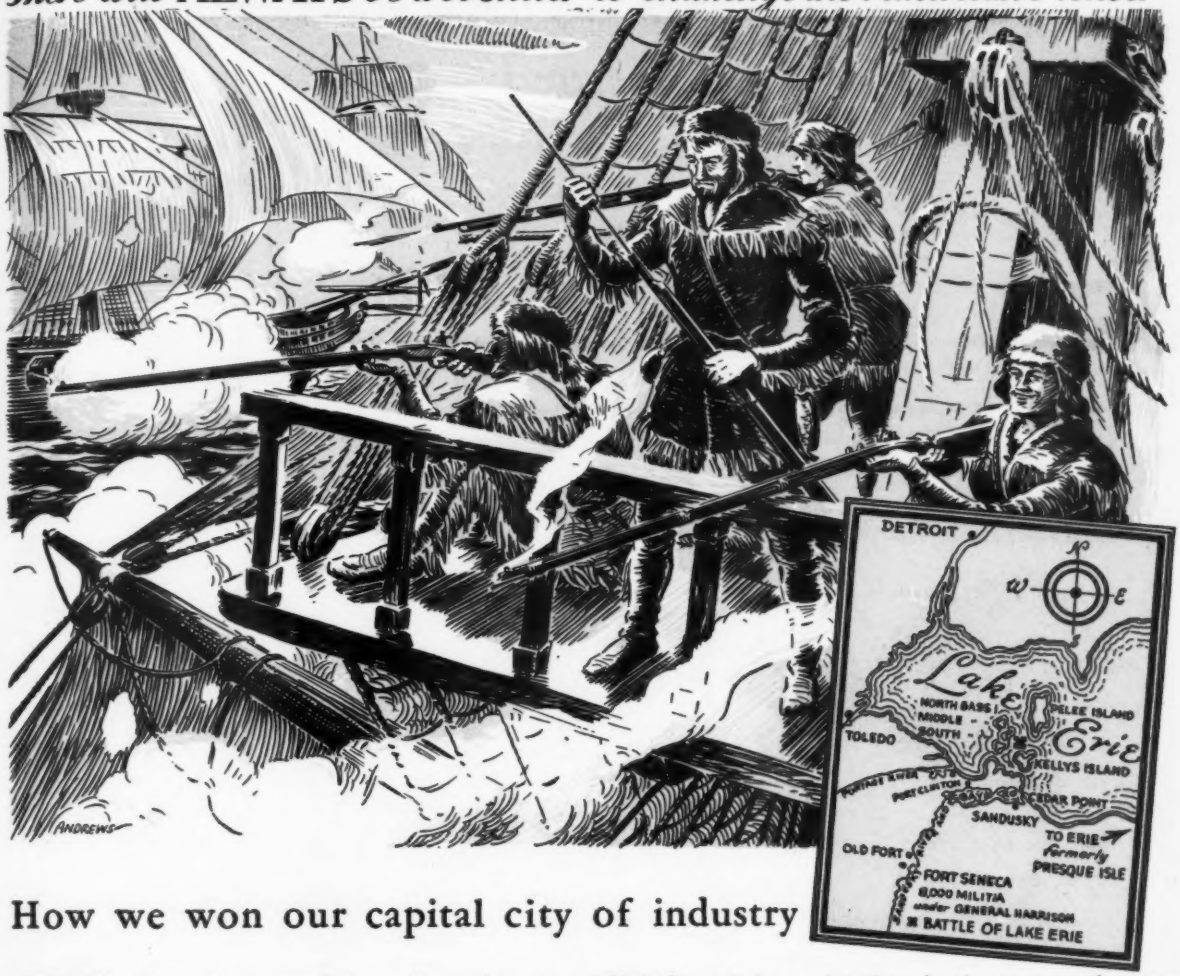
It looks encouraging . . . and in the not too distant future the new materials developed and those still to come will enable FELDCO and Feldco dealers to play a still greater part in the post-war market.

We are not making any promises but as soon as possible after the "Go" signal we will catch up with the waiting demand for FELDCO binders. We hope it will be by the time the school bells peal out over the nation this fall. In the meantime we will continue to do our level best to take care of your present requirements.

FELDCO *Loose Leaf* CORP. 116 W. ILLINOIS STREET CHICAGO 10, ILLINOIS

NEW YORK • 25 CENTRAL PARK WEST • PHONE CO-5-0282 • PACIFIC COAST • 788 MISSION ST. SAN FRANCISCO • PHONE DOUGLAS 8563

There will ALWAYS *be a Frontier to Challenge the American Pioneer*



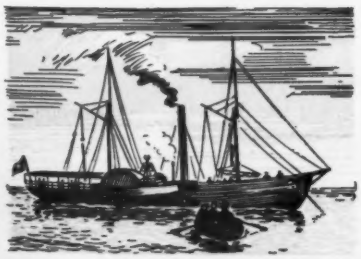
How we won our capital city of industry

TO Oliver Perry, they seemed the answer to prayer . . . a hundred unregimented Kentucky riflemen. True, not a man of the lot had ever seen blue water. But any of these self-confident frontier boys could shoot the eye out of a squirrel.

So, when he managed to close with the British fleet, the buckskin riflemen were high in the rigging. Lucky indeed was the British officer who survived their fire! Leaderless and fought to a standstill, the red battle flags came down in surrender.

That's how we established our Lake Erie frontier — with men whose lives had been spent pushing frontiers back. First fruit of victory was Detroit, where other unregimented Americans were to cross new industrial frontiers and provide, for those who could earn it, a new standard of living, its ceiling unlimited . . . That's how America has crossed all her frontiers, geographic and industrial . . . by the brains and sweat of free individuals who always were ready to try any new thing that seemed workable.

* * *



GRANDMOTHER of the GREAT LAKES FLEET

American enterprise wastes no opportunities. Only six years after Perry's victory, another pioneer appeared on the Great Lakes. The Indians wondered at her thrashing paddles, at her ability to travel in a dead calm . . . and named her "Walk in the Water." This little steamer was the mother ship of the giant task force that today plies the world's busiest waterway . . . another frontier conquered by Americans and put to work for all the world.

American business must face new frontiers after this war. And Gunn Furniture Company, a pioneer in its own right, will have ready some very new, very interesting developments in office appointments . . . to aid and abet the activities of frontier pushers everywhere.

GUNN
Furniture Company

PIONEERS IN FINE OFFICE APPOINTMENTS FOR OVER HALF A CENTURY

GRAND RAPIDS MICHIGAN

WOOD OFFICE FURNITURE INSTITUTE

In your plant DO IT RIGHT
Use JOSHUA MEIER *holders and* SAVE!

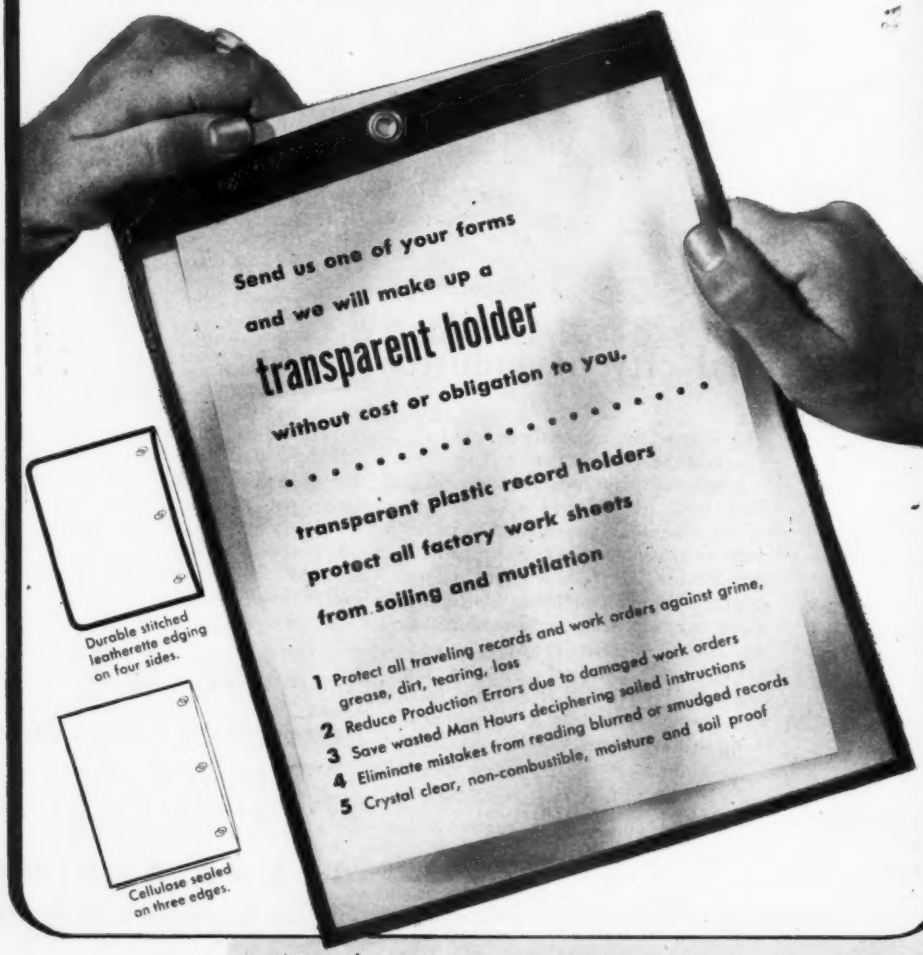
Joshua Meier Co. pioneered in transparent holders. Despite handicaps, our current product is made of a beautiful sheet of non-combustible cellulose acetate, with edging, stitching, sealing and folding that stands up under hard wear.

PRODUCTION ERRORS
LOST RECORDS
TORN & SOILED RECORDS
WASTED MAN-HOURS

Inefficient methods must GO—and with them go loose blueprints, paper job tickets and travelers floating around the plant with paper clips to hold them together.

JOSHUA MEIER CO. TRANSPARENT HOLDERS keep records clean, prevent soiling and tearing, save valuable man-hours spent hunting for lost forms—and prove time and again that they REDUCE PRODUCTION ERRORS by sending every factory sheet around the plant visible and protected.

We make all types of transparent holders from midget to giant size. A few are illustrated. Write for details stating your particular problem. Please send priorities in ordering whenever possible.



DOES THIS HAPPEN IN YOUR PLANT ?

"This work order is so soiled I can hardly read it.

"It's time we put all our important papers in transparent holders."

OR THIS

"Where's that blueprint?

"Here it is, fresh and clean in its transparent envelope."

JOSHUA MEIER CO. 36 East 10 St., New York 3, N.Y.

ORDER NOW

Harter
Executive Chair
C-1500

Harter
Posture Chair
E-15C

Harter
Posture Chair
E-32C

FOR QUICKER DELIVERY!

Here are three of the first Steel Chairs which Harter will build as soon as restrictions are lifted. We are now accepting orders and scheduling deliveries for Harter Steel Chairs.

These Steel Chairs have all the leadership qualities for which Harter is famous. They feature the rugged construction that guarantees long years of trouble-free service, the graceful lines and rich finish which modern office styling demands, the deep-seated comfort that's essential to efficient work. Every Harter Steel Chair delivers complete satisfaction on the three requisites of fine office furniture: efficiency, comfort, and beauty.

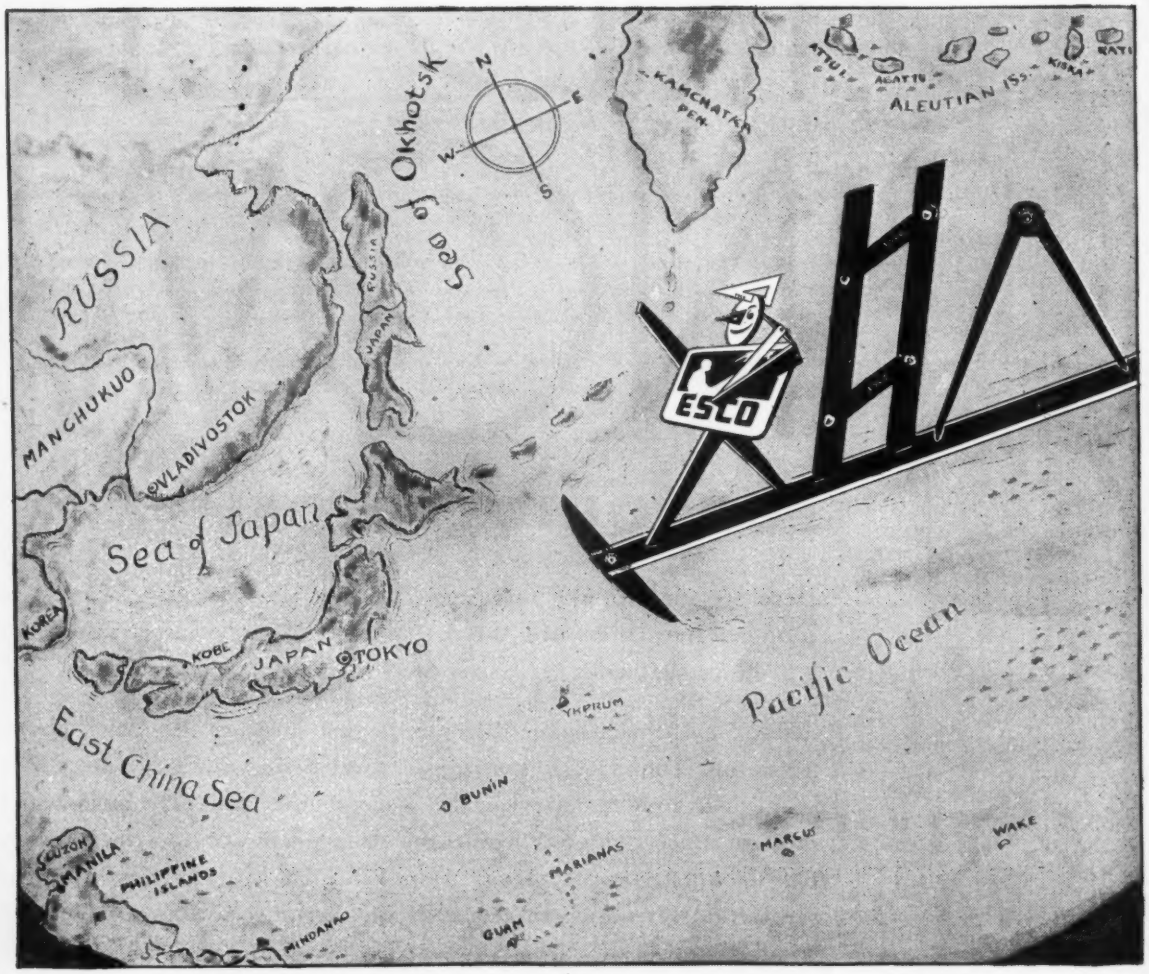
Because our early production will be limited by shortages of manpower and materials, orders for Harter Steel Chairs should be sent immediately. The sooner you order now, the quicker you'll get delivery later! Send us your order today. Dept. E, Harter Corporation, Sturgis, Mich.

BUY MORE WAR BONDS

HARTER
STEEL OFFICE CHAIRS

● **A few exclusive dealerships for Harter Posture Chairs are available now, as well as franchises for Harter Executive Chairs.**

ESCO TO TOKYO



ESCO IS "AT SEA"—"IN THE AIR" AND "ON THE ISLANDS"

"Symbol of ESCO *Superiority"*

Pioneer Manufacturers of
PLASTIC DRAFTING EQUIPMENT

for the ENGINEER - ARCHITECT - ARTIST - and NAVIGATOR

ESCO DEALERS EVERYWHERE

DRAFTEDGE — YOUR POST - WAR MODERN DESIGN

ESCO PRODUCT EXHIBIT

ON THE AVENUE—NEXT TO THE WRIGLEY BUILDING IN CHICAGO—FOR THE CONVENIENCE OF ESCO DEALERS AND THEIR CUSTOMERS

Sheboygan ENGINEERING MANUFACTURING CO. **Wisconsin**

THE HOW and WHY of INDEXING

Function of an Index:

The fundamental purpose of an index is to enable anyone to find data or information more quickly and conveniently. To do this it is essential that this data or information be filed according to some orderly system or combination of systems, of which there are several. This applies to any type of information, whether it consists of loose sheets in a file, loose-leaf books or ledgers, or a bound volume.

METHODS OF INDEXING

Methods of Indexing:

The principal methods of indexing most commonly used are the Alphabetical, Chronological (according to date), Geographical, Numerical, Functional and the Decimal system.

Any one of these Indexing systems may be used, or a combination of several, depending on the nature of the material to be indexed.

A B C D E

Alphabetical System

The familiar A to Z Indexes will be used when the material to be referred to can be divided into groups having the same first letters of the name. This system can then be further sub-divided by second letters, thus Aa. Ab, Ac, Ad, etc. It is used wherever a wide variety of names or titles must be provided for.

100 200 300 400

Numerical System

When the information to be indexed is identified by number, this system is used. Indexing may be by tens, hundreds, thousands, depending on the range of the numbering system.

JAN. FEB. MAR. APR.

Chronological System

Where material is most naturally grouped by date, a monthly (Jan., Feb., March, etc.) and daily (1-31) indexing system is used, with which the material is first divided according to months and then by days of the month.

For the Sales Executive

Sales Manuals, Catalogs, Price Lists, Dealer Training Program, Sales Presentation, etc., etc.

CASH RECEIVED CASH DISBURSED PURCHASE JOURNAL

Functional System

With this system the data is divided into logical functional groups, which will vary with the type of business or information to be indexed. Index titles should be simple but worded in such manner that there is no question as to the meaning. Examples of functional indexes follows:

For the Accounting Dept.

Ledger Subdivisions, Journal Account Breakdowns, Account Number Listings, Daily Sales Records, Budgetary Control Records, Security Listings, Accounts Payable Records, etc.

ALABAMA ARIZONA ARKANSAS CALIFORNIA

Geographical System

Where the material can be naturally grouped into territories, the geographical system of indexing is used, and divided by city, county, state or country. Such indexes are then arranged alphabetically. Territorial sales records, population data, etc., would naturally fall into this classification.

1.123 1.124 1.125 1.126

Decimal System

Where data or information is filed covering a very wide range, the decimal system of indexing provides a very accurate method of grouping material.

All data is first grouped into 9 or less divisions which are then numbered 1 to 9, to divide the information in broad groups. Each of these groups is again divided into 9 divisions and then again divided to provide an infinite precision in grouping. Each of the first division is numbered with decimal point following, the next group takes the first decimal position, the next the second, etc. Major headings are whole numbers and subdivisions are decimals. From 9 broad groups this can be carried out indefinitely to provide very accurate indexing. A master identification chart showing the division of data is needed with this system of indexing.

The G. J. Aigner Company has been manufacturing indexes of all kinds for over 35 years, and may logically assume the title of Index Engineers. Its staff can be consulted on any indexing problem, and, through its many years of specialized experience, can offer sound and practical counsel. Stock indexes for stock purposes are sold through stationers only.

Whenever you think of Indexes—think of AICO Indexes.

AICO PRODUCTS

AICO-GRIP TABBING
LOOSE LEAF INDEXES
DESK PADS and
ACCESSORIES
SHOP TICKET HOLDERS

G. J. Aigner Company

503 S. JEFFERSON ST., CHICAGO 7, ILL.

WORLD'S LEADING MANUFACTURERS OF INDEXES AND INDEX TABBING

WHICH GLORIFIES WHICH?

Does the sun suit make this girl lovely . . . or does the girl make the sun suit lovely? We sifted this problem over in our minds and arrived at this conclusion: Without a lovely girl, the beauty of the sun suit would be lost and vice versa.

Strangely enough, this problem led our trend of thought into record-keeping equipment. We wondered if the name made our merchandise good, or if our merchandise made our name good. The solution was simple, just as in the case of the girl and the sun suit. The Boorum & Pease name supports our merchandise and vice versa. Both the name and the merchandise depend on each other to produce the *quality* . . . quality which has kept American Business one step ahead of its needs for more than a Century!

Manufacturers of Loose Leaf Covers and Forms, Visible Equipment—Bound Books.

GENERAL OFFICES: 84 HUDSON AVE., BROOKLYN 1, N. Y.
BOSTON 10: 29 OTIS ST. • *ST. LOUIS 2:* 115 SO. 8TH ST. • *CHICAGO 7:* 538 S. WELLS ST.
NEW YORK CITY SALESROOM: 349 BROADWAY, NEW YORK 13.

Standard B&P Boorum & Pease product

FOR EVERY RECORD—A WAY TO KEEP IT!

OFFICE EQUIPMENT Digest

Edited for PURCHASING AGENTS, CONTROLLERS & OFFICE MANAGERS

AUGUST, 1945

Volume 6 No. 8

EDITORIAL OFFICES: 260 Fifth Avenue, New York City, (Tel. LExington 2-1121); Thomas Murphy, Editor; George Ayles, Associate Editor; William de R. Taaffe, Editorial Assistant; M. T. Weeks, Circulation Manager; James V. Quirk, Production Manager; Joseph Hochfeld, Art Director. ADVERTISING: Hugh Ward, Manager; Fred Steinhilber, Wm. H. Hasbrouck, Jr., Charles B. Rosengren, Harold W. Guile.

BOSTON 10: 212 Summer St., Room 600 (Hancock 5390), A. C. Kretschmar.

CHICAGO 2: 189 W. Madison St. (State 2912), John M. Smythe, Tom Bulger, Helen Barkley

LOS ANGELES 14: 857 S. San Pedro (Trinity 2324), Josephine L. Fisher.

SAN FRANCISCO 16: 267 Teresita Blvd. (Elkridge 2897), Alexander Rattray.

ST. LOUIS 1: 915 Olive Street (Chestnut 1965), James R. Wright.

Copyright 1945 by Andrew Geyer, Inc, all rights reserved. Also publisher of Geyer's Topics, Who Makes It & Where, The Gift & Art Buyer, Sports Age.

INFORMATION FOR SUBSCRIBERS: Subscription $2.00 a year (two years $3.00) in United States and possessions, Mexico, Cuba. Canada and other countries $1.00 extra yearly. Single copies 25 cents. Each paid up subscription includes a free copy of Who Makes It & Where, the recognized trade directory of the office equipment and stationery industry.

CCA

Member of Controlled Circulation Audit and National Business Papers Association

NBP ASSOCIATION

Published monthly by
ANDREW GEYER, INC.
Established 1877
260 FIFTH AVENUE, NEW YORK 1

M. A. Geyer, President; James E. Neary, First Vice-President; Donald McAllister, Second Vice-President; T. V. Murphy, Editor, and Hugh Ward, Advertising Manager.

Official First Air Force photo.
Blind veteran finds new contact with the world in learning to type.

What of the Blind and Disabled?

★ IT used to be the custom after wars to pension off those crippled or blinded in them, or stick them away to vegetate in some government home or hospital. But the disabled veterans of this war, greater in number than those of all our wars put together, have been led to believe that government and people will see to it that they are given full opportunity to get back into productive normal employment.

No employer can escape his share of the responsibility of seeing that the promises which have been made are kept, and the office, like the store and the factory, must plan to absorb as many as possible of the handicapped.

It is not too soon for the office to come to grips with the problem of its relation to the blind or disabled veteran, a problem the solving of which will surely call for many an adjustment or change in established office procedure.

A Time Saver for Busy Executives

THIS PAGE WILL BRING YOU THE INFORMATION YOU NEED

To get without obligation from manufacturers and other suppliers further particulars regarding any merchandise or service mentioned in this issue, whether in advertisements or news items—

1. Check the advertisements or news items in which you are interested on the list below.
2. Write your name, firm name, and address in the space provided.
3. Tear out page, put it in envelope, paste on this convenient no-postage-required address label below and mail. WE WILL DO THE REST.

ADVERTISEMENTS IN THE ISSUE

Check advertisements regarding which you wish more information.

A

—Acco Products, Inc. 67
—Ace Fastener Corp. 7
—Acme Bulletin & Directory Board 77
—Adirondack Chair Co. 77
—Agency Paper Co. 27
—Aigner Co., G. J. 33
—All-Steel Equipment Co., Inc. 26
—Almac Plastics 73
—Amberg File & Index Co. 73
—American Hair & Felt Co. 86
—American Pencil Co. 50
—Anderson-Hickey Co. 74
—Autocopy, Inc. 18
—Autopoint Co. 23

B

—B. B. Chemical Co. 48
—Bainbridge, Kimpton & Haupt, Inc. 63
—Barkley & Co., C. L. 58
—Beck Duplicator Corp. 57
—Binney & Smith Co. 63
—Boorum & Pease 34
—Brown & Bro., Arthur 58

C

—Cardinell Corporation 75
—Carter's Ink Co. 69
—Codo Mfg. Corp. 54
—Colonial Co., The 76
—Columbia Ribbon & Carbon Mfg. Co., Inc. 3
—Compass Instrument & Optical Co. 70
—Cook Co., H. C. 74
—Corry-Jamestown Mfg. Corp. 6
—Cramer Posture Chair Co. 61
—Cross Pencil Co., A. T. 60
—C-Thru Ruler Co. 56

D

—Daco Card & Index Co., The 75
—Dawn Mfg. Corp. 62
—Delbridge Calculating Systems 71
—Dennison Mfg. Co. 66
—Dicol Chemical Co. 77
—Domore Chair Co., Inc. 24

E

—Engel Art Corners Mfg. Co. 114
—Engineering Mfg. Co. 62
—Eureka Specialty Printing Co. 56

F

—Feldco Loose Leaf Co. 28
—Fowler, L. A. 68
—Fulton Specialty Co. 72

G

—General Fireproofing Co. 51
—General Pencil Co. 77
—Globe Wernicke Co., The 49
—Graff Co., George B. 70
—Guide System & Supply Co. 71
—Gunn Furniture Co. 29

H

—Hall-Walter Co. 62
—Harding Co., Milo 62
—Harriman-Welts Products Co. 72
—Harter Corporation 31
—Heyer Corp., The ..... 3rd cover
—Higgins Ink Co., Inc. 16
—Hyman & Sons, L. 64

I

—Imperial Methods Co. 68
—International Bronze Tablet Co. 74
—Invincible Metal Furniture Co. 19

J

—Jasper Desk Co. 22

L

—Leute, W. C. 68
—Lewis Sales Co. 73

M

—Magnus Chemical Co. 15
—Mailers' Service & Equipment Co. 76
—Majestic Looseleaf Co. 77
—Masonite Corporation 12
—May Co., J. L. 66
—Meier, Inc., Joshua 30
—Melind Co., Inc., Louis 53
—Metropolitan Cutlery Co. 73
—Mittag & Volger, Inc. 8
—Morey Products Co. 70

N

—National Pencil Co. 59
—Neva-Clog Products Co., Inc. ..... 2nd cover
—New England Woodworking Co. 20
—Niagara Duplicator Co. 52

O

—Old Town Ribbon & Carbon Co., Inc. 11

P

—Parker Pen Co. 4
—Phillips Process Co. 57
—Plymouth Rubber Co., Inc. 66

Q

—Quality Park Envelope Co. 14

R

—Red Feather Products, Ltd. 5
—Regalia Mfg. Co. 73
—Remington Rand, Inc. 13
—Kenneth H. Ripnen Co. 60
—Rite-Rite Mfg. Co. 77
—Rockwell-Barnes Co. 69
—Rosenthal Co., The 71
—Ross-Gould Co 16

S

—Schlegel Manufacturing Co., The 71
—Schollhorn Co., William 70
—Sengbusch Self-Closing Inkstand Co. 59
—Sheaffer Pen Co., W. A. 47
—Sheppard Co., The C. E. 75
—Speed Products Company 10
—Staedtler, Inc., J. S. 75
—Stationer's Loose Leaf Co. 55
—Stewart & Co., Inc., R. A. 55
—Sun Rubber Co., The 21
—System Service Co. 76

U

—Underwood Corporation ..... 4th cover
—U. S. Bronze Sign Co. 75
—Universal Office Equipment Co., Inc. 77

V

—Victor Adding Machine Co. 99
—Vogel-Peterson Co., Inc. 74

W

—Wabash Filing Supplies, Inc., The 61
—Waterman Co., L. E. 17
—Weldon Roberts Rubber Co. 65
—Wilson Memindex Co. 67
—Write, Inc. 68

Y

—Yawman & Erbe Mfg. Co., Inc. 25

NEW SUPPLY AND EQUIPMENT ITEMS IN THIS ISSUE

Check items regarding which you wish more information.

—Five Year Diary 41
—Novel Stamp Pad 41
—Chinese Name Plates 42
—New Paper Punch 42
—Steel Waste Basket 42
—Fluorescent Fixtures 42

YOUR NAME _____ TITLE _____

FIRM NAME _____

Cut out along dotted line, paste on envelope near lower right corner.

POSTAGE WILL BE PAID BY

BUSINESS REPLY VICTORY LABEL

No Postage Stamp Necessary If Mailed in the United States

FIRST CLASS PERMIT NO. 739 SEC. 510 P. L. & R., NEW YORK

ANDREW GEYER, INC., Publishers

In office of Edward Lotery, New York, done by Emma Romeyn, Inc., curved desk is covered with leather

Background for the Executive

By Grace Buckley

★ THE post-war executive with an important job to do will rely considerably for mental pickup on an office background whose subtle values are related to his personality and work, says Miss Emma Romeyn, New York decorator who has won outstanding reputation for her skillful planning of offices, as well as for residential and club work. Working closely with artists and craftsmen, she finds these mutually helpful in furthering the adaptation of lines and design pleasing in one type of setting to another. Executives, like the general public, are now much more "background conscious" than they were a few years ago, Miss Romeyn believes. Movies and restaurants, spending freely for interesting interiors, have played a part in convincing the public of the effectiveness of skillful decoration in stimulating or relaxing body and mind. Officers' canteens and clubs during war-time have also demonstrated the value of scientifically planned background and color for relaxation and cheerful mood. As materials become plentiful, business will logically follow this lead, Miss Romeyn predicts, and office set-ups so suited to the individual executive's personality that they will facilitate good work, will soon be deemed essential.

In planning an office, Miss Romeyn first studies the character of the business and the preferences and personality of the executive for whom it is designed. If the business man uses his room for consultation or is engaged in planning and study, she usually suggests an interesting and relaxing set up. Colors that relax, especially closely related colors, may be employed. Softly shaded lighting may be introduced. (*Turn to next page*)

Other side of desk pictured above

The business man contacting clients and making sales may need a very different background, stimulating rather than relaxing. Warm colors may be selected for such a set-up and the brilliant lighting through indirect sources that will be available in the post-war period may be employed. Gay, live atmosphere achieved in such ways proves especially valuable in creating vivid interest in products and furthering sales.

Personality as well as activity plays a significant part in determining the ideal set up. This decorator finds that a studious, reserved business man engaged in study or research is often most at ease in a period background that is dignified and artistic, and which somewhat corresponds to the surroundings in his own home. This setting in which he can work most easily differs radically from the background that the executive whose work involves contacts with factory representatives and shop foremen will prefer. The latter will reach his best accomplishment in an unpretentious yet comfortable and tasteful set-up. Here his visitors will feel thoroughly at home as they drop in to discuss practical shop matters.

The importance of suiting the office background to the individual's personality and taste cannot be too much emphasized, according to Miss Romeyn. Few generalizations can be safely made in this connection. For as no two executives are identical in temperament, office set-ups for real effectiveness must be as subtly varied as the facets of human personality.

This is one reason why this decorator holds that period as well as modern office background will continue its vogue in the post-war era. For some clients, she finds, the normal development is the period setting done in a modern way with modern fabrics and coloring.

In creating distinctive office backgrounds, Miss Romeyn frequently introduces an unusual desk, designed to meet the special needs of the executive or similar pieces that afford interesting and different background. Such a desk is illustrated herewith.

This slightly curved desk entirely moulded over with light beige leather that blended with pickled oak walls was a distinctive feature of a modern office setting that Miss Romeyn planned for a New York promotional executive, Edward Lotery. She designed this piece for the special needs of this executive. Curved construction brought the drawers, sized for his papers, within fingertip reach and with the soft textured leather gave soft feeling to the modern background.

The entire desk was fashioned by a skilled handcraftsman, who worked from Miss Romeyn's drawing and instructions. Angles were entirely omitted to assure the soft moulding of the leather, as well as for artistic effect.

A large desk chair of matching leather on a swivel base, designed by Miss Romeyn, enabled this executive, engaged in planning, to relax comfortably as he talked or worked.

(*Turn to page* 46)

In waiting room of Edward Lotery office mentioned in this article

In main office of Botwinik Bros. of Mass.

Dealer's Part in Curing Growing Pains of Office

Vera V. Green

By Vera V. Green

Assistant Treasurer

Botwinik Bros. of Mass., Inc., Worcester, Mass.

EDITOR'S NOTE: The material in this article has been selected from a talk by Mrs. Green, "Growing Pains of the Small Office," featured in the June issue of the NOMA Forum, organ of the National Office Managers Association. When Mrs. Green, one of the youngest women executives in Worcester industry, and Albert Green began machine tool manufacturing operations in Worcester, they divided the responsibilities. Mr. Green took full charge of production and sales, while Mrs. Green assumed most of the duties of a treasurer. Her full title is secretary and assistant treasurer.

★ MY company was started in Worcester in the spring of 1936 in a little wooden building on Abbott St. back of the Harrington & Richardson Arms Co. plant. We had at that time four men in the shop and one other girl besides myself in the office. We have today, to give you an idea of the trend of my story, about a hundred employees, of which number fifteen are office workers.

Our first step was to secure the services of a good, first-class accountant-auditor. We have retained the same firm throughout our business life and the assistance received from this source has been of lasting benefit.

Getting started was simple, the other girl answered the telephone, took dictation, transcribed it and mailed out her letters at night. I had charge of purchasing, billing, bookkeeping, payroll, and all the other smaller details of clerical work, including even a very minute cost system.

It is interesting to note at this point how important to every company is the well-being of personnel. I have checked back through some of our old bills and found that almost the first purchase we made, after the acquisition of stationery, bill heads, preliminary ledgers, and books of account, was 5,000 Dixie drinking cups and a water cooler for office use.

For comfort and welfare

It was then, it always has been and it is now the policy of my company to be as generous as possible with the comfort and welfare of our employees. I shall touch upon just one phase of this subject now. We have never been niggardly in furnishing supplies of all kinds, comfortable posture chairs, the best type of lighting equipment to save eyesight, good makes of typewriters, adding machines, comptometers and so on. We have always felt that employees worked better under these conditions.

(Turn to next page)

Some offices allow their staff a *specified amount* of carbon, stationery, and printed forms with which to do their work over a certain period of time. I believe this is the wrong method. The few sheets of paper saved for the budget will not compensate for the slowing up of work resulting from the effort to stretch supplies as far as possible and the anxiety involved.

Full supply

When a person starts to work in our office, the first thing we do is to supply him so that he will have everything needed at his fingertips. A good desk, a comfortable chair, a good fountain pen and stand, a calendar pad large enough to make notes on, paper weights, good pencils, erasers, a waste basket ample enough so that one doesn't have to waste time pushing refuse down, varied sizes of scratch paper (most of which have been cut from old discarded, obsolete forms), absorbent blotters, paper clips large and small, rubber bands in useful sizes, and so on, and lo! the desk is complete and ready for work, and the employee has a feeling of pride in it. It is a good thing for an office when its employees have that feeling.

For two years, we remained at the same address, during which time we added a young man to our office staff to assist with clerical work. It was his job to check computations of bills, write out delivery slips, make up inventory cards for machines in stock, assist with purchases and payroll, or in other words, to take the overflow from my department.

We followed this same principle in adding to our office staff during all of our years in business. When one department became overcrowded with work, we either put an additional person in that department, or divided up the work and created a new department. We also added another stenographer at that time and our factory help had increased to 25 men.

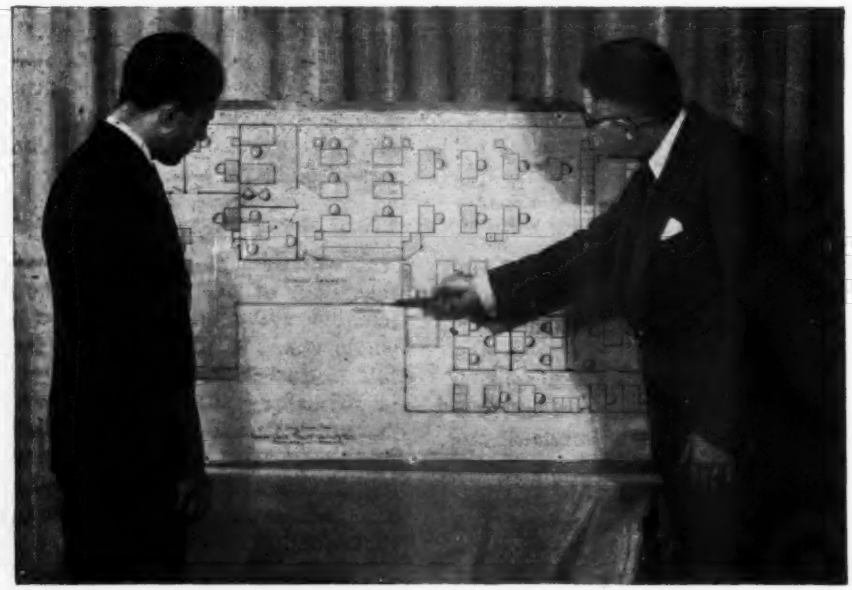
Help from suppliers

We had from the beginning been receiving considerable help in solving office problems from an unexpected source. We found an office supply salesman to be of untold value to a small company. In our eight and one-half years of business we have dealt primarily with only two office supply houses and, during the past six years, almost exclusively with one. Very often, we found, the office supply salesman knows the answers to your problems of expansion. He anticipates your requirements. He knows of new merchandise items and will bring them to your attention. He can also keep you posted as to the effect of current conditions upon merchandise and is often able to suggest substitutes.

I should like to cite a very homely example. For the past year, I have been unable to purchase pen-wipers. I pestered my office supply salesman until, apparently getting sick and tired of the word "pen-wipers," he one day suggested my purchasing a chamois and cutting it up in small pieces. This I did, and thanks to his ingenuity, my pen-wiping problem was solved.

(*Turn to page* 64)

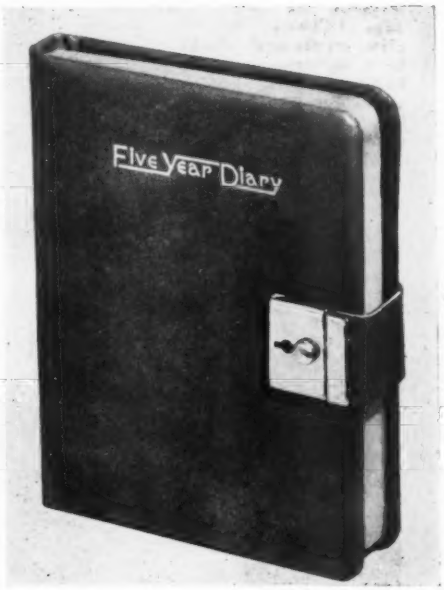
Dealers can be of great help to office customers in solving equipment problems. Salesman of Northwestern Furniture Co., Milwaukee, Helps customer with layout.



News in Pictures

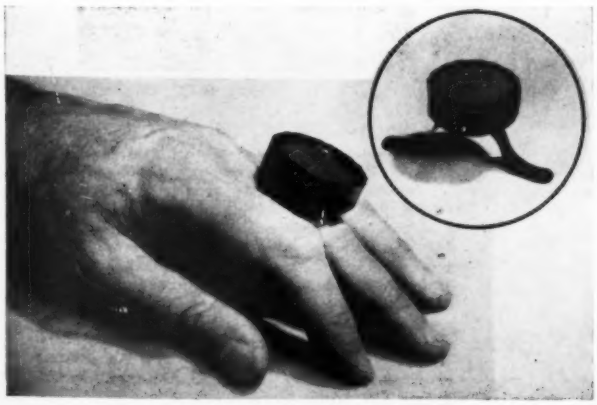
ABOVE:

UNITED NATIONS CHARTER. Now it can be told—how even before the actual signing of the United Nations Charter in San Francisco, the State Department selected a Herring-Hall-Marvin "Treasurgard" chest from the San Francisco stock of Herring-Hall-Marvin Safe Co., Hamilton, Ohio. This case is equipped with a combination lock. The Charter is in the "bag," and is here guarded by a Secret Service man as it arrived by plane in Washington. After the Charter had been signed by all officials, it was locked and sealed in this chest, and then bound with steel bands and placed under a 24-hour guard. Once aboard a special Army plane, it was flown straight to Washington, D. C.



ABOVE:

FOR THAT PERSONAL RECORD. This five-year diary will take you through 1945 to 1949. Others of same quality provide for one year. All are 6x4¾ inches. Made of genuine saddle finish and grained leathers in brown, tan, chestnut, red, green, black, blue, etc. These diaries are made with lock and key, and contain printed matter giving generally observed holidays, variable church days, birthstones, colleges, and calendars. They are produced by Shank Leather Goods Co., 230 Fifth Ave., N. Y.



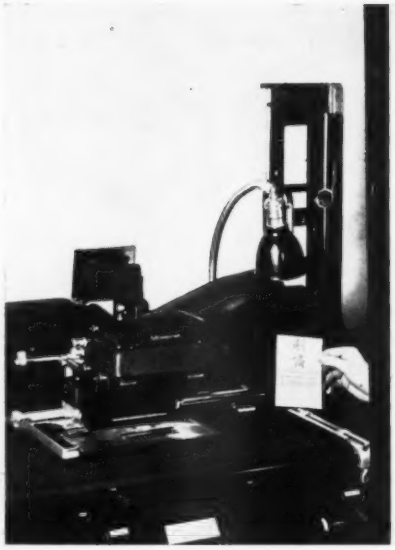
LEFT:

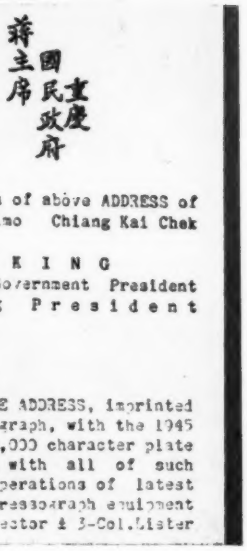
NOVEL STAMP PAD. Unique is the word for this Signet stamp pad developed by the Rivet-O Mfg. Co., Orange, Mass. It's called the Speed-Mo Signet stamp pad, and it fits between the fingers of one hand, leaving both hands free. It has a special sponge rubber pad with a 1⅛-inch inking surface. The pad is in a plastic case with spring steel grip holders to fit the fingers. May be worn on either hand, and is light, strong and durable.

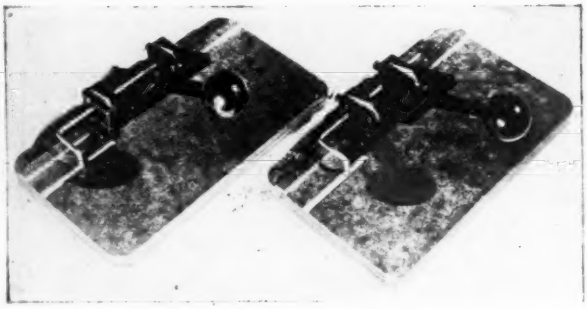
Innovations

RIGHT:

ADDRESSES IN CHINESE: Here's a famous Chinese address imprinted by Addressograph, with the new 1945 process which uses any Chinese characters up to 10,000 or more. The metal plates operate as perfectly in Addressograph frames as embossed plates in the English language. The operator needs no knowledge of Chinese. The Chinese character plates are the result of experiments made by A. R. Hager, owner of the Business Equipment Corp., in Shanghai, China, before the Japs moved in and evicted him. The process has been developed at Addressograph-Multigraph Corp., 1200 Babitt Road., Cleveland, Ohio.





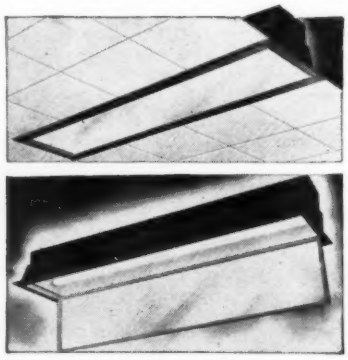


LEFT:

PAPER PUNCH. This paper punch, with adjustable paper guide, utilizes a rigid base of laminated tempered pressed wood for additional durability and long life. Tempered pressed wood, used both for the base and the back and the back paper stop, won't split, chip, crack, or peel. Its smooth edges are made to stay that way, and won't snag the paper. The laminated tempered pressed wood is an application of the methods developed by the Masonite Corp., and successfully applied to the manufacture of dies. From Diebold, Inc., Canton, Ohio.

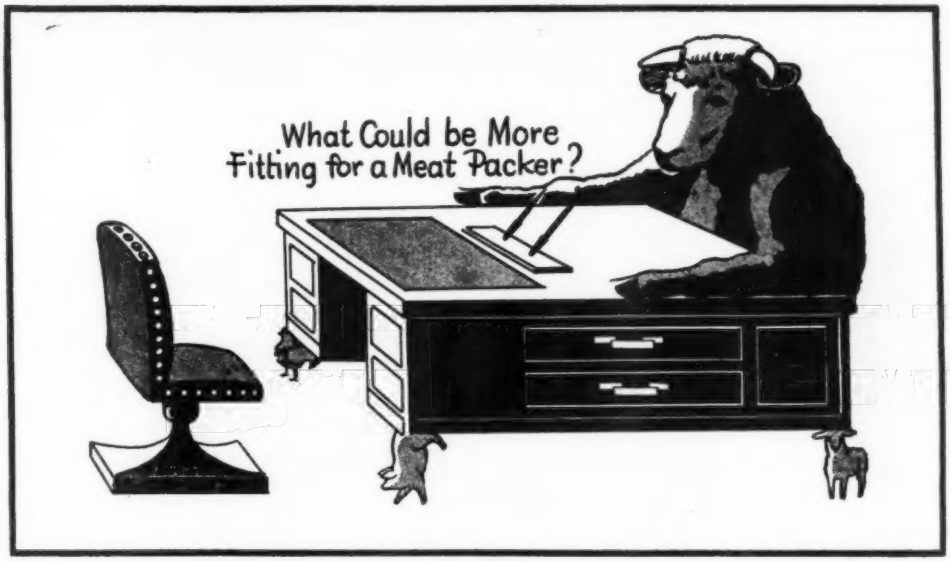
BELOW:

STEEL WASTE BASKET. Wells Office Furniture Co., 410 S. Wells St., Chicago, are offering this new steel waste basket. It is made in olive green and brown finish. The basket is square and stands 14 inches high. Top measurement is 12 inches square, tapering to 10 inches square at the bottom.



ABOVE:

FLUORESCENT FIXTURES. A new type of fluorescent fixture designed to solve both the problem of architectural harmony and easy service in cleaning and replacing lamps. This Recessed Troffer fixture is designed to fit in as little as 7-inch space between the true ceiling and the false ceiling. It is equipped with the Wiley E-Z Servicer so that the glass shield or louver may be opened, or removed altogether, by raising on side, sliding the shield over and dropping the low side. The top of the reflector is easily removable so that wiring and ballasts may be reached without taking down the fixture. It is the product of R. & W. Wiley, Inc., 129 Dearborn Street, Buffalo 7, N. Y.



A meat packer might like this design

How Would You Plan a Desk?

By E. P. Hermann
Director of Publications, LaSalle Extension University, Chicago

★ THE papers are full of plans for post-war kitchens and post-war stores and post-war bungalows. What would you like to have in postwar desks, for comfort, convenience, efficiency, glamour?

Art Editor Arch Smith, of LaSalle's magazine, Personal Efficiency, with a tongue in his cheek, has designed some suggestions for post-war desks (pictured herewith) for the meat packer, the auto dealer, the advertising man, to express their vocations in design.

Design is important, but no doubt a post-war desk should first be planned from the point of view of its use in the office. Perhaps we should put functional matters ahead of frills and furbelows!

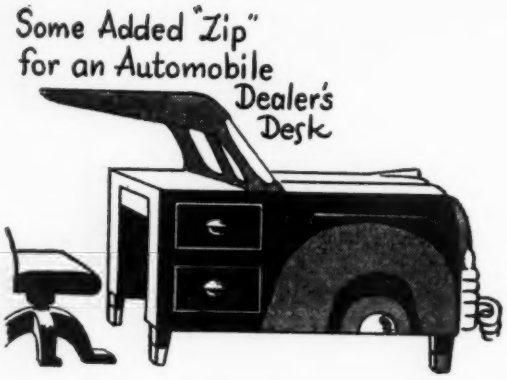
The desk of today is a pretty standard affair, with its six drawers, its standard height, its standard arrangement. It is likely to be mahogany, oak or walnut finish, have two slide-out arm boards, and standard compartments within its drawers. Of course that is the executive desk. There are specialized desks for secretaries, bookkeepers, file clerks, and others. But suppose we consider the desk of tomorrow for, say, the average $5,000 a year business executive. How could it be better? How would you have it different?

Shall we start our thinking by making a list of uses of such a desk, and plan one that meets these demands effectively, conveniently, comfortably—and yet has plus elements of attractiveness, design and even "glamour"? For example:

1. As a work table. For writing, examining papers and exhibits, drawing, reading, dictating correspondence, telephoning, etc.
2. As a conference table. For consultation with visitors and small groups.
3. As a storage place for materials, equipment, files and necessary working data. For confidential papers under lock and key.
4. As a stand for certain equipment such as telephone, buzzer, inter-office communicating system, desk light, in and out mail trays, ink wells, etc.
5. As an exhibit place for data, reminders, etc. For example, date and engagement books, desk clock, attention memos. Also an exhibit place for materials used in consultations, small conferences.

(Turn to next page)

A Palette-Desk Should Inspire an Advertising Manager or Art Director



(*From preceding page*)

6. As a housing for personal conveniences, mementos. For example, smoking equipment, trinkets, photo of the one-and-only or the boy in the South-Pacific.
7. As a shelf for reference books, card system, etc.
8. As a work organizer. A place for work in progress, agenda for the day, agenda for the future.

To go a step further it might be interesting to analyze the accessories used with the executive desk. Some materials could be classed as essential—frequently used. For example, stationery, pens, pencils, ink, clips, pins, appointment book, in-out baskets, house messenger envelopes, telephone, dictionary.

Some materials are less frequently used, perhaps, as ruler, carbon paper, certain reference books, card files, dust cloths—you complete both of these lists, please, according to your own ideas, needs, information.

Then there is a classification of seldom used accessories. For example, perhaps, a magnifying glass, or a reducing glass, or "slip stick." Finally there are the personal items: the water glass, the ash tray, the trophies, the cough drops, or eye glass cleaner—just as examples.

Make an inventory of your own desk. It may be worth doing for more than one reason! To get ready for planning this desk of tomorrow—and for evaluation of the list—with the idea of discarding and simplification!

There is the problem. A piece of office equipment to accomplish the list of purposes you have built. Now begin a search for ideas in planning, with these tips in mind:

1. You need not limit yourself to standard materials: wood or steel. (Perhaps you could use plastics or some other construction!) Nor do you need to stick to standard size, shape, color. Your only consideration, at the start, is to come as closely as possible to an ideal piece of equipment for the work to be done.

2. You might take a tip from the planners of post-war kitchens or dens! What accessories might be "built in" and what should be put in separate articles of furniture. For example should there be a place for your hat and coat, for a mirror and emergency razor, for a radio, for eating a quick lunch in rush times, for a typewriter, or calculating machine, for a motorized pencil sharpener!

3. Might it be advantageous to separate the working and the storage functions of the desk? For example, to have drawers and shelves quite apart from the working table, perhaps like a cabinet at one end—and not necessarily limited to the height of the table. Perhaps the table might have two levels—an underlying shelf for keeping frequently used accessories—possibly with some gadget for opening into the tray under the table top conveniently.

4. Might the center portion of the table part of the desk be arranged to tilt like a reading table and perhaps have an edge to hold heavy reference or accounting books for ready examination? Might the whole desk be adjustable to fit the size of a person using it? A desk that was just right for a "six footer" might be uncomfortable for a little man.

5. Are there some things normally in the desk which are used infrequently which could be placed in a section which swung towards the ceiling or to one side, and be easily brought down for use,

(*Turn to page* 46)

Women will spend lavishly in the search for charm; the Finch office gives them valuable free help in its attainment

Personality for Office Girls

★ A NEW type of educational course for women office employees, entitled "Personality in Business," has been introduced at the office in Schenley, Pa., of Jos. S. Finch & Co., a subsidiary of Schenley Distillers Corporation.

Believed to be the first of its kind conducted by an industrial concern, the course is under the direction of Mrs. Alberta Greene Redehbaugh, of Pittsburgh, well-known writer, lecturer, and women's counsellor.

The course consists of a series of lessons, demonstrations, and quiz sessions based on the fundamentals of desirable business and social conduct, putting stress on the essentials of personality development. More than 100 Finch women office employees have enrolled voluntarily and have set a perfect attendance record at weekly sessions in the two-month series conducted during office hours at the company's expense.

Already the course has demonstrated its value as an important factor contributing to the smooth and efficient conduct of business, according to T. J. McConville, general manager of the Finch plant, which has been one of the nation's largest producers of alcohol for war use.

Women are eagerly interested in all that has to do with the enhancement of their charm and personality. Small reason the new course is popular.

Planning a Desk

(*From page* 44)

perhaps by counterweights and pulleys (we're getting pretty gadgetty now, but maybe that's the way to start your imagination!)? What method would best keep everything out of way and out of sight except work actually in process? Or wouldn't anything you could do make a naturally untidy man maintain neat desk premises?

6. Some men like the multi-pigeon hole facilities of the old-time roll top. Is there anything from the roll top layout which you would put in the new desk of tomorrow? Then there are certain advantages in the plate glass top under which frequently referred to data are kept. Could you borrow something here? How about using some transparent material not so heavy nor so breakable as plate glass?

7. How would you design the desk so that an executive would take full advantage of an efficient secretarial service, yet not be overly dependent on such aid? For example, how would you divide the supply and equipment facilities between the executive's desk and the equipment of his staff?

8. How much could you do to keep the table top clear—without encumbering telephone wires, trays, etc.? Would you have recessed ledges, or swinging trays, or cabinet facilities? Could you apply advantageously the idea of the old revolving bookcase? Or the file tray on rollers?

9. How would you overcome complaints which you sometimes hear about old desks: the drawers stick! Not dust-proof. Finish reflects light glare. Too heavy and hard to move. Too hard to get through a narrow door. Finish too easily marred.

10. How about the idea of several smaller desk units instead of one large desk—each arranged functionally but together forming an attractive group.

11. How can the cost of the post-war desk be kept as low as before, with the new features added? (Cost and re-sale value are important in office furniture.) Weight should also be considered, and size. Another consideration is how the planned desk will fit in with other furniture as designed for the executive, and how its size, shape, etc., will fit in with the size of office normally assigned to a $5,000 a year man. (The desk for a top executive might be specially designed by the architect who plans the whole office, but this would not normally be the case for desks for men in the level we are considering.)

12. Might your imagination change the standard conception of a desk radically? For example, a desk at which one could stand as well as sit—or one which might rotate—or one with several levels like the set backs of a skyscraper—one which resembled a lunch counter or bar—long and narrow.

13. How would you make the desk of tomorrow a more attractive place at which to work? More comfortable. More colorful. More work inviting. How about a flower vase? A desk in which you would take great pride—love to exhibit to callers. Might it be that in some tomorrow desks would become more individual instead of more standardized—that is, the desks of executives in their private offices? No doubt it was with this concept that Art Editor Smith was struggling when he made his designs.

14. Perhaps the all-purpose desk idea has weaknesses. Would you specialize the desk of tomorrow for the engineer, the doctor, the accountant, the traffic manager? How?

15. Stream-lining and keeping the office general appearance and efficiency above average is no doubt also of key importance. So how would you eliminate any suggestion of freakishness—or any tendency to be out of harmony with a master design in arrangement of the office as a whole?

Executive Background

(*From page* 38)

Gradations of beige and tan were used throughout the cheerful background with the addition of a single color, brilliant deep green. The latter, introduced for strength and body, was expressed in draperies, smaller leather chairs, and the lounge. Carpeting was brown, and Venetian blinds were natural.

Developing Profitable Ideas

According to Otto F. Reiss, author of "How To Develop Profitable Ideas," published by Prentice-Hall, 70 Fifth Ave., New York, you can plan your "brainstorms" and develop your ideas profitably. However, an idea is still only an idea until it is patented and put into action or industrial operation.

Mr. Reiss, who is a free-lance idea scout, has made a career out of brainstorms, he says. He had them when he was in the army, and they were, oddly enough, taken seriously and used by his superiors. Now, he offers what he calls "proof-of-the-pudding" ideas in his book which, he declares, is for average people who often think up ideas but do nothing about them. All ideas are not nebulous "sparks," and Mr. Reiss declares that many good and profitable ideas are developed systematically, or scientifically. Practice, as in all arts, makes perfect, he states.

The book is illustrated all through with outstanding examples of brainstorms that have become business builders and buried treasures for their originators. Some of the best-known ideas have had to be sold or merchandised, but they have grown like wildfire once they have been put into operation and have taken hold on the public mind.

An outstanding chapter in the book is "Wizardry For Beginners," which leads into a final and helpful review of patent requirements and hints for brainstormers.

The sky is the limit for new ideas and inventions, and every trade or field offers profitable opportunities, the author tells us, and gives us a friendly guiding hand in his unusual book.

Permanent Skrip

THE WRITING FLUID FOR OFFICES WHERE THINGS GET DONE!

Reasons

Its free-flowing action encourages rapid writing.

Its quick-drying feature eliminates blotting. Its sediment and acid-free properties keep pens clean and sharp by not getting them crusty and dull.

Its proved permanency assures that records will not need re-writing—it's fade-resistant to sun, air, heat—even to scalding water!

Its quart or pint size Spatter-Proof stock-room bottle means anyone can quickly and safely re-fill desk wells and bottles without ruining desk blotters and papers.

Its handy desk size Top-Well bottle keeps fingers clean at re-fill time.

Its selection of time-defying colors: V-Black, Blue-Black, Royal Blue, and Red, means there's a Permanent SKRIP for every desk in every office.

Step up efficiency—stock up with SKRIP!

W. A. SHEAFFER PEN CO.
Fort Madison, Iowa

SHEAFFER'S

What Do You Use?

Your first trial of Supergrip was probably the small 4-oz. size. You discovered its truly superior grip, and that its clear, thin film did not stain, wrinkle or injure paper or mount. You bought a larger size and found even more advantages over pre-war rubber cements. The Supergrip bond did not change, decompose or fall apart even when exposed to heat, sunlight and temperature changes. This new, synthetic rubber cement did not oxidize, it delivered changeless adhesion.

You will find that Supergrip sticks paper to wood, to metal, to glass and to plastics as satisfactorily as it sticks paper to paper. Supergrip has proved to be a war-time cement with a post-war future.

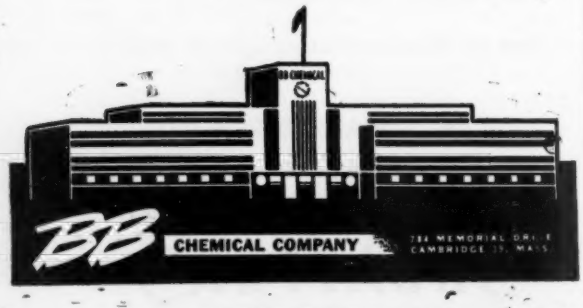
Supergrip CEMENT 50

RETAIL PRICES • EACH

East of Rockies		West of Rockies
$ .35	4-oz. bottle	$ .40
.60	pint in glass	.75
.65	pint in metal	.80
1.00	quart in glass	1.20
1.10	quart in metal	1.25
3.00	gallon in metal	3.70

THINNER for SUPERGRIP "50"

$ .55	pint in metal	$ .70
.95	quart in metal	1.15
1.55	gallon in metal	1.85



Elected to Board of Directors

Theodore F. Duncan has been elected a member of the board of directors of TelAutograph Corp., 16 West 61st St., New York.

T. F. DUNCAN

Mr. Duncan joined this inter-office communication concern in 1916, rising through the ranks to become general production manager in 1939.

Chicago Association Elects 1945 Officers

The Office Management Association of Chicago has elected and installed officers for the year 1945-1946.

Harold J. Roth, of Commonwealth Edison Co., succeeds Kenneth W. Moore, Chicago Title and Trust Co., as OMAC president for the coming association year. Mr. Moore as past president automatically becomes a director.

Other officers chosen were: First Vice-President, Frank E. Kelly, General Candy Corp.; Second Vice-President, George J. Klupar, City of Chicago Welfare Administration; Treasurer, Albert G. Keck, The First National Bank of Chicago, who was re-elected for his seventh term.

New directors elected for the association were: Dean Drewry, The Chicago Association of Commerce; William M. Haddow, The Northern Trust Co.; Roger T. Johnson, Hartford Accident and Indemnity Company; Murray R. Wallace, Edison General Electric Appliance Co., Inc.

Nominations were presented at the annual meeting by Joseph M. Herrmann, of Workman Service; Myron Hilb, of W. A. Alexander & Co. Other members of the nomination committee were James W. Rees, The Pure Oil Co.; Clarence B. Carey, Jones Commercial High School, and G. J. Klupar, City of Chicago Welfare Administration.

The following holdover directors will complete the organization of the board of directors for the next fiscal year: Clarence B. Carey, Jones Commercial High School; Paul M. Carrick, Continental Illinois National Bank and Trust Co. of Chicago; Paul V. Jester, A. C. Nielsen Company; T. J. Manzke, The Pure Oil Company, and Wm. K. Panzenhagen, Business Research Corp.

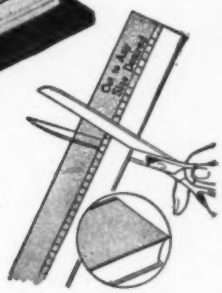
New Flats for Photo Offset

Addressing Machine & Equipment Co., 326 Broadway, New York, has produced Cyclone Tru-Mask Flats for the Multilith, Davidson, Harris and Webendorfer presses up to sizes 17½ x 22½, a new idea which should increase efficiency in offset plate making departments.

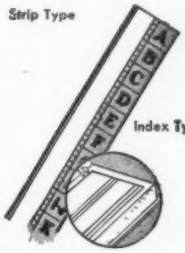
According to the company, a beginner can strip a flat faster than an experienced worker using the old system, and an experienced worker can treble production. T-squares, rulers, and other instruments are unnecessary. Job after job may be placed on the multilith without shifting the position of the machine. The finished multilith plates will be in the exact position. Space is allowed on the flat for customer's name, job number, and date.

These new flats come in two grades of paper. The company will send samples to those interested in this new method.

Instant Finding!

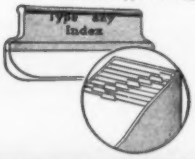


Strip Type



Index Type

Shield Type for Files



U-MAK-A INDEX TABS

PUT FACTS AT YOUR FINGER TIPS

Easy to see—to grip—to use—modern *self-measuring* U-MAK-A Index Tabs flag every key reference . . . give you finger-tip control. Index your records, reports, books, catalogs, cards, folders, portfolios, etc., *for instant finding!*

EASY TO MAKE AS A SNIP OF THE SCISSORS!

Strip Type (for your own inserted labels)—7 colors. Index Type (alphabetical)—green celluloid. Shield Type (for your own inserted labels)—5 colors, 4 lengths. Visit or phone your Globe-Wernicke dealer or write to The Globe-Wernicke Co., Norwood, Cincinnati 12, Ohio.

JUST THE THING FOR SCHOOL BOOKS, TOO!

Help your boys and girls in school to speedier studying . . . precise, orderly habits and thinking . . . with U-Mak-A Index Tabs.

Globe-Wernicke Service

Globe-Wernicke

U-MAK-A Index Tabs

Filing Equipment & Systems
Visible Record Systems
Office Furniture
Bookcases
Stationers' Supplies

VENUS *for Value*

VENUS VELVET ★ VENUS DRAWING ★ VENUS UNIQUE ★ VENUS COLORING

LIFT YOUR OFFICE TO A *Higher Plane*

LIFT your office to a higher plane of efficiency and production with Goodform Aluminum Chairs. Freeing you from "office fatigue", they help you do more work and better work. • Goodform adjustable aluminum chairs are scientifically designed to furnish maximum working comfort. The light weight and enduring strength of sparkling aluminum frames, the luxury of deep cushioning and handsome upholstery, combine to give you a lifetime of low cost service.

Write for a Goodform aluminum office chair catalog and the location of your nearest G-F dealer or branch.

GF

THE GENERAL FIREPROOFING CO.

YOUNGSTOWN 1, OHIO

METAL DESKS—GOODFORM ALUMINUM CHAIRS—METAL FILING CABINETS—STEEL SHELVING—FILING SUPPLIES—STORAGE CABINETS

Throw away the Baling Wire and String!

You can have a *new* NIAGARA duplicator now!

You don't have to patch your duplicating machine any longer—new NIAGARA duplicators have been released from their war duties and are ready to serve you again.

***Available without priority* . . . this is the duplicator you'll want in your office. It's the world's fastest—*produces 250 copies a minute!* Think what that means when you have a rush job and are short of help!**

World's FASTEST Duplicator!

HAIRLINE REGISTRATION

This is an exclusive, patented NIAGARA feature, obtained only with the NIAGARA registration control mechanism. Perfect for those difficult ruled office forms . . . for color work. Takes rough or smooth, light or heavy paper, in sizes from 2½ to 16 inches. Feeds automatically.

We haven't had time to build up a stock pile, so it will be "first come first served" for a while, but *we are making deliveries now.*

See your NIAGARA dealer today and get your name at the top of the list for a NIAGARA . . . world's fastest duplicating machine!

NIAGARA DUPLICATORS and SUPPLIES

NIAGARA DUPLICATOR COMPANY • 128 MAIN STREET • SAN FRANCISCO • CALIFORNIA

HANDY REFERENCE CHART OF INKS

Our Recommendations for MARKING *"Special"* SURFACES

This chart seeks to answer the question that so often arises as to "what ink shall I use?" All conclusions arrived at are based on laboratory findings.

We have suggested a "best" and an "alternate" in every case. This was done for several reasons: Atmospheric conditions and the surface condition of material to be marked may vary; secondly, the first ink may be more expensive than the second and the requirements of the job may not call for marking of that quality; third, the job may be a hurry-up one and the second ink might be on hand, but not the first. In this event it may be decided that the second will fill the bill.

SURFACES	BEST RESULTS	ALTERNATE
FABRICS		
COTTON — IF A TEMPORARY MARKING IS DESIRED, WE SUGGEST EITHER SLINK OR OPAQUE (WHILE BOTH OF THESE INKS MAKE EXCELLENT IMPRESSIONS ON CLOTH AND ARE WATERPROOF UNDER ORDINARY CONDITIONS, JUSTRITE AND CHALLENGE INDELIBLE INKS HAVE BEEN SPECIALLY DEVELOPED TO WITHSTAND THE CHEMICAL AND MECHANICAL EFFECTS OF THE LAUNDRY).	JUSTRITE INDELIBLE	CHALLENGE INDELIBLE
FELT — FOR TEMPORARY MARKING, SLINK OR OPAQUE.	OPAQUE	KLING
LINEN	JUSTRITE INDELIBLE	CHALLENGE INDELIBLE
NYLON	JUSTRITE INDELIBLE	CHALLENGE INDELIBLE
RAYON	JUSTRITE INDELIBLE	CHALLENGE INDELIBLE
VINYLITE — COATED—SUCH AS RAINCOAT MATERIAL, ETC.	KLING	SLINK
WOOL	JUSTRITE INDELIBLE	CHALLENGE INDELIBLE
FINISHES		
PAINT	KLING	OPAQUE
SHELLAC	SLINK	OPAQUE
VARNISH	SLINK	KLING
LEATHER		
POLISHED	SLINK	KLING
POROUS — FOR INDUSTRIAL BELTING, ETC.	OPAQUE	SLINK
METALS		
ALUMINUM	SLINK	KLING
BRASS	SLINK	KLING
CAST IRON	OPAQUE	SLINK
LITHOGRAPHED SHEET METAL	KLING	SLINK
MAGNESIUM ALLOY	SLINK	KLING
NICKEL	SLINK	OPAQUE
STEEL — FOR BLUED, GALVANIZED, TOOL STEEL, ETC.	SLINK	KLING
TIN	SLINK	KLING
PAPER — FOR USE WITH PEN, JUSTRITE DRAWING INK.		
BOND — FOR MARKING WITH RUBBER STAMPS, DATERS, NUMBERERS, ETC. NOT FOR USE WITH METAL WHEEL DATERS.	QUICK-DRY	FAST-DRY

SURFACES	BEST RESULTS	ALTERNATE
PAPER (CONT.)		
BLOTTER	OPAQUE	JUSTRITE INDELIBLE
BRISTOL BOARD	SLINK	OPAQUE
ENAMEL BRISTOL	KLING	OPAQUE
CELLOPHANE	SLINK	KLING
CORRUGATED BOARD	STENCIL	OPAQUE
KRAFT	FAST-DRY	STENCIL
SULPHITE	FAST-DRY	QUICK-DRY
TAR PAPER	SLINK	
VARNISHED	SLINK	OPAQUE
WAX PAPER	OPAQUE	JUSTRITE INDELIBLE
WOOD (SEE FINISHES, ALSO)		
CRATING	STENCIL	OPAQUE
HARD WOOD	SLINK	OPAQUE
MASONITE	OPAQUE	SLINK
POROUS	OPAQUE	KLING
PLYWOOD	OPAQUE	SLINK
WET WOOD	OPAQUE	KLING
MISCELLANEOUS		
ASPHALT	OPAQUE	SLINK
ASPHALT TILE	OPAQUE	SLINK
BAKELITE	SLINK	OPAQUE
CELLOTEX	KLING	SLINK
CHINA — FOR PERMANENT RESULTS THE ABOVE INKS ARE RECOMMENDED. HOWEVER, IF A TEMPORARY MARKING IS DESIRED USE MEAT BRANDING INK.	SLINK	KLING
CORK	KLING	SLINK
GLASS	SLINK	KLING
LUCITE	SLINK	KLING
PHENOLIC RESIN, CAST	SLINK	KLING
PORCELAIN	SLINK	KLING
RUBBER	JUSTRITE INDELIBLE	SLINK
VINYLITE	KLING	SLINK

LOUIS MELIND COMPANY

Plants at CHICAGO, ILL. and BROOKLYN, N. Y.

Offices in NEW YORK, DETROIT, CHICAGO, LOS ANGELES, SAN FRANCISCO

Codo

STAR PERFORMANCE

Typists who take pride in their work thrill to the new Codo CLEARTEX. The fine texture fabric, high ink concentration and extra length make possible a consistent excellence that brings compliments.

Codo SUPER-TREATED, SUPER KOTE and KEEN RITE are all headliners in giving carbon copy satisfaction. They give clean, sharp impressions for that extra number of copies. Five year guarantee against deterioration.

The famous patented "Carbon Gripper" backing sheet in every box of Codo Super-Treated, Super Kote and Keen Rite.

Codo MFG. CORP.

529 South Franklin St., Chicago
270 Lafayette St., New York
Factory: Coraopolis, Pa.

Melind Checks Up on Back Orders; Finds Demand Still Runs Heavy

Two weeks after V-E Day, the Louis Melind Co., Chicago manufacturers of over 1,000 types of marking equipment and industrial inks, returned over 2,400 "back orders" to some 1,600 dealers. The dealers were asked to either cancel, reinstate, or change the orders to fit their current needs. It was thought that some dealers might have marking equipment on order for which the need no longer existed due to cutbacks. Also, it was thought that some of the orders were so old the dealers might have forgotten about them.

The total number of orders which were cancelled amounted to approximately 10%, another 8% was cancelled through the dealer not having replied within ten days.

This demonstration by the dealers of their desire to obtain marking equipment and other stationery supplies manufactured by the Louis Melind Co. is indicative of the high demand that still existed for all types of office supplies, even after the collapse of one of our major fighting fronts, the company points out.

Portable Typewriters on Way

Reconversion at the Syracuse, N. Y. plant of Remington Rand, Inc., is well under way for the production of portable typewriters. It is expected the first machines will be produced in September.

Glenn E. Bauder, plant manager, states that Remington Rand will concentrate manufacture of its portable typewriters at the Syracuse plant and that some typewriter parts are already being made. He estimates that 1,200 employees will be at work before the end of the year.

From May 22, 1942, when the first government contract was signed, until last July 11, the Syracuse plant of Remington Rand was engaged in making .45 caliber automatic pistols. By July 11, when the last pistol was completed and tested by Army inspectors, some typewriter machinery had already been installed and fifty employees were producing parts. Portions of the war-time installations are being dismantled and moved out daily as the space is taken over by typewriter machinery.

Lanston Monotype Report Issued

A letter of appreciation from Mack Printing Co., Easton, Pa., one of the largest printing plants in the country, commenting on its forty years of use of Lanston Monotype equipment, is featured on the inside cover of the annual report of the Lanston Monotype Machine Co., Philadelphia, manufacturers of the Monotype and the Barrett Adding and Listing machines. As much as 118 million ems of Monotype machine type setting has been produced at Mack's in a single year.

The Lanston report, by Joseph F. Costello, president, and the consolidated balance sheet of the company reveal the company to be in sound financial condition, with net earnings for the fiscal year ended February 28th amounting to $290,140.12. Part of the report is devoted to the company's extensive production of war goods.

A Liquid Envelope

Better Finishes and Coatings, Inc., 168 Doremus Ave., Newark, N. J., have issued a sixteen-page illustrated book describing the use, properties and technical data on their peelable plastic film, Liquid Envelope.

This material has been used as a protective coating upon thousands of warplanes enroute overseas and is believed to have many peacetime applications.

Copies of the Liquid Envelope booklet are available without cost or obligation.

FAULTLESS

VISIBLE RECORD

. . PRONG TYPE . .

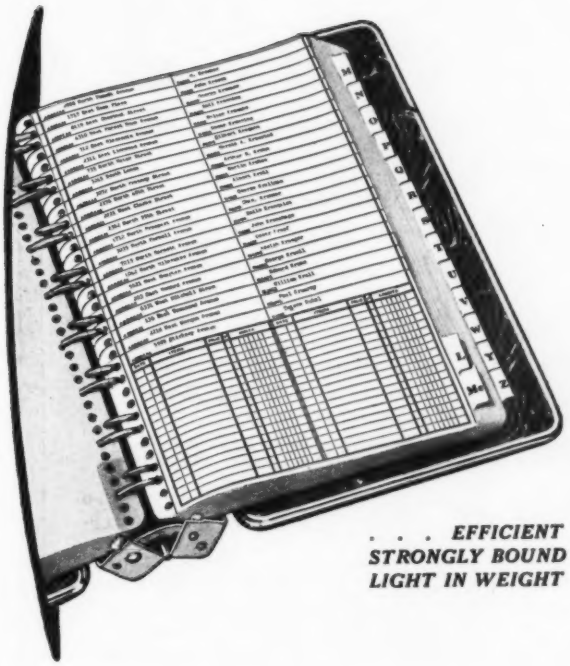
DOUBLE OPENING FEATURE INSURES A FLAT WRITING SURFACE . . .

METAL BACKS AND METAL HINGES . . .

A MOST UNIQUE SHIFT LOCK . . . SO EASY TO OPERATE

STATIONERS LOOSE LEAF CO

MILWAUKEE 1, 524 N. Broadway
NEW YORK 3, 114-16 E. 13th St.



. . . EFFICIENT STRONGLY BOUND LIGHT IN WEIGHT

Accent on Self-Inkers

Efficiency is of paramount importance in expediting the flow of business. Triumph Self-Inking Band Daters are designed for utmost efficiency . . . the printing surface is inked automatically in the one motion used for stamping. Waste effort is cut down . . . marking processes are speeded. Triumph Self-Inking Band Daters give you MORE for your money!

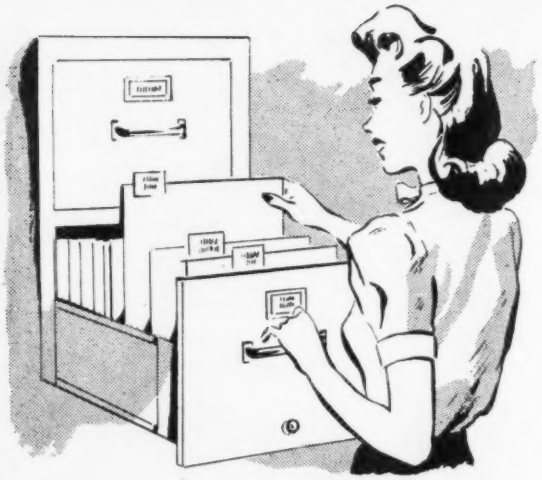
TRIUMPH Self-Inking Band Daters

A snap of the wrist does the complete marking job. Unexcelled quality and sturdiness are built into this efficient time-saver.

The war isn't over until our last Mother's Son is safe from harm.

BUY MORE BONDS

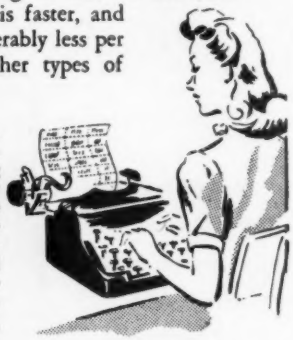
At Your STATIONERS *and* RUBBER STAMP MANUFACTURERS



there are plenty of office jobs for *DUPLISTICKERS*

DUPLISTICKERS are saving time and money in offices and factories today. While they serve the same purpose as roll labels, Duplistickers' gummed, perforated letter-size sheets are easier and quicker to fill in on the typewriter—as easy as typing on a letterhead. And Duplistickers are a real economy . . . offering three - and - a - half times more stickers than roll labels!

FOR LETTER FILE INDEXING. Duplistickers are widely used for marking and indexing of tabs on letter-file folders, etc. Addressing is faster, and Duplistickers cost considerably less per thousand labels than other types of gummed labels.



SPEED DUPLICATE MAILINGS. With one operation, it is possible to do all the addressing required for two, three or four different mailings. Single mailings can be done more quickly too because thirty-three addresses can be typed with one insertion in the typewriter. Ideal for addressing envelopes, circulars, samples, catalogues, etc.

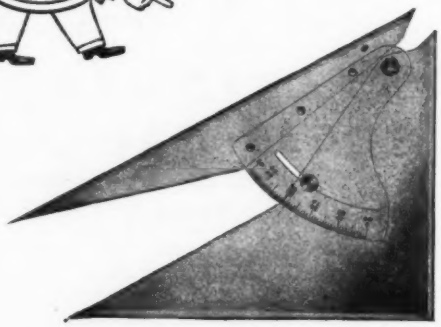
MANY OTHER USES for Duplistickers in offices, factories, schools. Particularly convenient and practical for addressing heavy duplicate record cards of all kinds.

FIVE COLORS. Available in white, blue, pink, green, canary. Twenty-five perforated gummed sheets in each Duplisticker package, with thirty-three 2¼" x 1" stickers to a sheet—825 stickers in all. Retails at 50c.

EUREKA SPECIALTY PRINTING CO.
Sales Department, Stationery Div.
11 W. 42nd St., New York 18, N. Y.

EUREKA

ARE YOU CASHING IN
ON THESE FAST-SELLING ITEMS?



A. T. ADJUSTABLE TRIANGLE

Swinging type permits setting any angle quickly from 0°-90°. A precision instrument . . . transparent . . . with brass clamping device to hold solidly in place . . . all edges square. A MUST in the drafting room . . . thousands now in use . . . standard equipment in leading defense plants.

Reduced to **$3.50** ea. list

Another Scoop!

AD-500 DISTANCE SCALE & AIR NAVIGATION PROTRACTOR

A popular instrument because of ease of operation and low cost. Used by civil air patrol units—AAF instructors, private flyers. A definite need in every phase of aviation. 2⅜ x 12⅞ inches.

$10.00 per doz. list

Travel restrictions prevent our representatives calling on you as much as they would like. Meanwhile, mail your orders direct to our main office and they will be filled promptly.

RULERS • TRIANGLES • NAVIGATIONAL INSTRUMENTS • STENCILS • PROTRACTORS • OTHER DEVICES

C-THRU Ruler Company
HARTFORD, CONN.

BECK resumes CIVILIAN PRODUCTION

ORDER NOW!

During the past years, we have been manufacturing Duplicating Machines and Supplies for Army and Navy needs. Now, we have been authorized to make, for civilian use, our famous quality precision Duplicating Machines and Supplies—perfected by our 45 years of continuous research and progress.

Order your Duplicating Machines and Supplies today.

Quality SINCE 1900

Write for our new and exciting three color brochure, and price list.

THE **BECK** DUPLICATOR CORPORATION 18 WEST 18 STREET • NEW YORK 11, N.Y.

Extra Copies . . . and Value, too.

You can't beat Nev-R-Kurl Carbon Paper for making distinct, readable, extra copies of letters, statements or orders. Many offices tell us they make as high as 8 carbons without a smudge, tree or wrinkle. Just as users get extra service out of every sheet of Nev-R-Kurl, dealers get more orders out of every buyer because of these features.

NEV-R-KURL *Carbon Paper*

Will not curl, tree wrinkle or smudge.
Gives 35 to 50% more copies per sheet by actual tests.

Universal adaptation — same sheet works on standard or noiseless typewriters, billing or bookkeeping machines.

Clear Print

WOOD STAMP PADS

Clear Print Wood Stamp Pads last twice as long as the ordinary pad. Wood base never warps or sags, never becomes mussy or clogged with lint. Easy to re-ink, practically indestructible. Made in 4 sizes with choice of inks in 5 colors.

Samples sent when requested on business letterhead.

Clear Print PRODUCTS

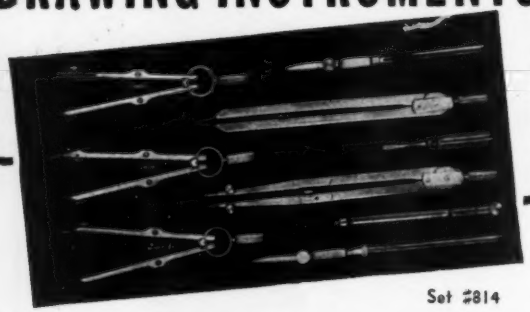
Phillips Process Co. Inc.
L. A. PHILLIPS, President
192 MILL STREET
ROCHESTER, N.Y.

Arthur Brown & Bro.
NATIONAL WHOLESALE DISTRIBUTORS OF

Charvos

AMERICA'S FASTEST SELLING

DRAWING INSTRUMENTS

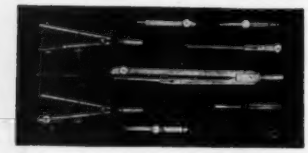


Set #814

Competent artists and draftsmen know the importance of working with fine instruments. They know that the name of CHARVOS on drawing instruments is their assurance of highest quality and dependability. Despite present conditions, we have a large stock and a wide and varied selection The prices are surprisingly low.

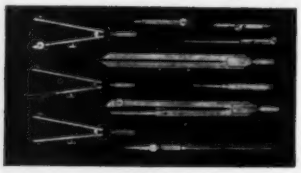
SET 814 (Illustrated above) DeLuxe Set with Center Wheel Bow Instruments contains: Compass, 6", new streamlined design with knuckle joint in each leg, straightening device, head adjustable for desired tension, Pen and Pencil Parts, and Lengthening Bar. Divider, 6", equipped with micrometer adjustment and tension-adjustable head.
Bow Divider, 3¾", center wheel adjustment
Bow Pencil, 3¾", center wheel adjustment
Bow Pen, 3¾", center wheel adjustment
Ruling Pen, 5½", octagon shape carbon steel with hand finished point
Screw Driver, Needles, Leads and Parts
Velvet lined two flap pocket-type case.

PRICE: $18.00 Each



SET 612 Contains: Compass, 6", Straightening Device with Pen and Pencil Parts and Lengthening Bar
Ruling Pen 5½"
Bow Pencil 3¾"
Bow Pen 3¾"
Screw Driver with Needles and Leads. Velvet lined two flap pocket-type case.

PRICE: $10.80 Each



SET 614N Contains: Compass, 6", Straightening Device with Pen and Pencil Parts and Lengthening Bar
Ruling Pen 5½"
Divider, 6" with Straightening Device
Bow Divider 3¾"
Bow Pencil 3¾"
Bow Pen 3¾"
Screw Driver with Needles and Leads. Velvet lined two flap pocket-type case.

PRICE: $15.00 Each

One of America's foremost suppliers of material to artists and draftsmen.

The Department Store of Art Materials

ARTHUR BROWN & BRO.
67 West 44th St., New York 18, N. Y.

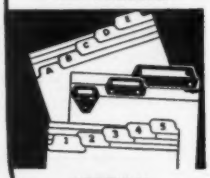
. . . its' the *LITTLE THINGS that count!*

Office Efficiency depends upon perfection in every detail... That's why so many dealers sell BARKLEY Filing Supplies

Patent No. 2248355 and D 128110

BARKLEY TAB

VERTICAL FILE FOLDERS



VERTICAL FILE GUIDES

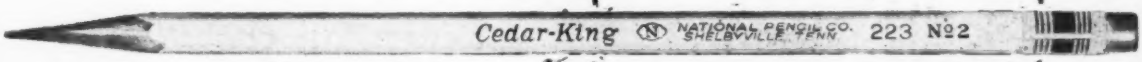
Ask any G.I. what it takes to put over a "big deal" with the little girl and he'll tell you, "flowers or candy will do the job." Of course, it's a little gesture but interestingly enough, it's the little things that matter both in business and social circles. No wonder then that the DURABILITY Filing Supplies, wherever installed, warm the hearts of those men and women responsible for office efficiency. These filing supplies click because they render day-in, day-out filing efficiency. That's why we say, "Selling BARKLEY is business efficiency in every filing department."

Established 1921

C. L. BARKLEY & CO.
Manufacturers of Filing Supplies
517 S. JEFFERSON STREET CHICAGO 7, ILL.

NATIONAL'S.... *Cedar-King*...

With Metal Tip
Brown Band



A REAL *Quality* 5c PENCIL

NATIONAL'S.... *Skytint*...

THIN LEAD
Colored
Pencil

Send penny post card with your name and address.
We will send a pencil FREE to you.

BEAUTIFULLY PACKAGED • FUSE-TEX PROCESSED

NATIONAL PENCIL CO. SHELBYVILLE, TENN. NEW YORK 220 FIFTH AVE.

glass HANDI-PEN set
by Sengbusch

Wood-fibre base — brown grained finish.

Glass indestructible by ink acids. Set holds two ounces of ink — fills from any bottle.

. . . for writing ease your desk workers appreciate

Both base and desk set are made of non-critical materials—yet you can depend on giving your customers all the well-known Handi-pen satisfaction. Choice of ivory, black or crystal glass. Set alone, with base, or double set with base (illustrated) . . . Your stationer has a supply of these handsome sets—at prices to suit you. Order from him today. Also ask about the Steeless Kleradesk.

Sengbusch Self-Closing Inkstand Co.
206 Sengbusch Bldg. Milwaukee, Wis.

HOW DOES YOUR OFFICE SPACE UTILIZATION FIGURE SHOW UP?

Office space utilization figure is the average number of space feet of office space allowed to a person in your organization, 80 to 100 square feet is the normal figure for the typical well-planned office layout.

Our business is to assist you to plan your office layout for better flow of work and to install planning standards in your equipment layouts for more efficient and economical operation of your organization.

Write for our free pamphlet "Office layouts"

KENNETH H. RIPNEN COMPANY
Incorporated
Office Layouts, Warehouse and Factory
New York, New York

101 Park Avenue

KENNETH H RIPNEN OFFICE LAYOUTS

America's Most Exclusive Line of Gift Pencils

We are sorry, but due to critical labor shortage in the Providence area, it is still necessary that we continue rationing of CROSS pencils. This is the only way we can assure you of your rightful share of these exclusive sterling silver pencils.

America's Oldest Pencil Manufacturer

A. T. CROSS Pencil Co.
Established 1846
63 Warren St., Providence 7, R. I.

A T

DESIGNED FOR DIVIDENDS

Highest engineering skill, proven production methods go into the designing of CRAMER CHAIRS . . . it's a design for comfort. More than that, CRAMER CHAIRS are a design for **dividends** . . . for you and your firm!

Employees cannot possibly do their best without proper working facilities. When people suffer in uncomfortable chairs, their work suffers too. Chairs which cause improper posture produce fatigue. This means lost efficiency . . . less profit.

Insure your firm against this loss: Provide every seated worker with the solid comfort of a CRAMER CHAIR. The perfection of posture that is part of our design helps banish fatigue . . . increases speed and accuracy. This business of seating comfort is our specialty . . . OUR design produces greater efficiency on the part of your employes . . . that's YOUR design for dividends.

CRAMER *Posture*

1205 CHARLOTTE STREET • KANSAS CITY 6, MO.

CHAIR COMPANY

CREATORS OF AIR FLOW COMFORT IN EXECUTIVE, SECRETARIAL, GENERAL OFFICE & FACTORY CHAIRS

A NEW AND USEFUL TIME SAVING *Idea!*

Wabash DISPENSA-CARD

NOW Wabash makes available high quality Index Cards in a new type handy dispenser box. Since each box contains 500 cards, requisitioning is simplified in the busy office. Cards are kept clean which eliminates waste. Dispensa-Card saves time, speeds up typing, and is a very convenient way to buy cards. Because these cards have a high rag content, they are ideal for laboratories, professional offices, banks, and wherever records must be permanent. Your Wabash dealer has them.

Ask Your Dealer to Show You

Wabash FILING SUPPLIES, Inc.

128 North Water St., WABASH, INDIANA

Subsidiary of Art Metal Construction Company

PLAYS LEAD PART

On any office stage Error-No line-by-line copyholders play the lead part with typists and stenographers. Error-No's are always a hit because they banish eye strain and fatigue.

Error-No all-steel copyholders will be back in the spotlight as soon as they tell us our war job is done.

In the meantime orders are accepted without promise of specific delivery dates.

Error-No

THE DAWN MFG. CORP.
DIVISION OF
Hall-Welter Co.
ROCHESTER 7, N.Y.

The Executive says:

"Duplicated copies that go out from our office reflect our standards of quality. I like to have them clean, clear-cut. That's the kind of work we are getting since we started using TEMPO Film Stencils. Typing on the film makes stencil cutting faster and more efficient—and it preserves our equipment better. To me, TEMPO Film Stencils represent a big step forward in office production!"

● *TEMPO offers the most complete line of stencils with or without film — WRITE FOR CATALOG.*

MILO HARDING COMPANY
432 WEST PICO BLVD., LOS ANGELES
317 THIRD AVE., PITTSBURGH
Makers of the famous TEMPO FILM STENCIL

TEMPO STENCILS

Cash in on— Bainbridge Fibrcan

No. 2V
Height 15"
Top Diam. 12"
Bott. Diam. 10

Popular office size strongly built waste basket, appropriate for executive and employee use.

Colors: Brown and Olive Green

No. 10 30" x 14"

No. 10V 30" x 12"

Sturdily constructed general utility basket suitable for use in lavatories and wherever towels or other waste material accumulates quickly.

Colors: Brown and Olive Green

No. C-110V

16" x 30"
18" x 30"
20" x 30"

A large capacity re-enforced basket for general industrial and commercial use — built to stand rough usage.
Also mounted on wheels.

Colors: Brown and Olive Green

[illegible] BASKETS [illegible] PERFECT FOR USER SATISFACTION
Write for prices and description of other numbers

Bainbridge Fibrcan

THE BASKET KNOWN TO A CONTINENT

Distributed by
BAINBRIDGE, KIMPTON & HAUPT, Inc.
218 Greenwich St. New York 8, N. Y.

Staonal

finest checking and marking crayon made!

SPECIAL CRAYONS FOR EVERY USE AND EVERY KIND OF SURFACE

There is a Staonal for marking Boxes, Crates, Bundles, Paper Parcels, Shipping Tags; for China, Glass, Cellulose, Plastics, Tin, Metal, Textiles, Leather, Wet and Dry Lumber, Rubber, Paper; Oily, Wet or Dry Surfaces; for use in Bowling Alleys.

All are free from grit, waterproof and permanent, or washable, as required. Made in a wide variety of types, shapes and colors for every imaginable marking purpose. Packed one dozen sticks in a box, one gross in a container.

Extensively used today in SHIPPING ROOMS, TANK PLANTS, RAILWAY SHOPS, MACHINE SHOPS, BOMBER PLANTS, SHIPYARDS, FACTORIES, LUMBER YARDS.

No. 42 is the outstanding crayon among shipbuilders for a wide variety of uses. Size 5½ x ½ in.

Gold Medal Products *Lead on Merit*

BINNEY & SMITH CO.

41 East 42nd Street **New York 17, N. Y.**

Hyman News

BLOTTING
Dahlia & Blue-Bird
★
CATALPA
Bond Pads
★
OXBERRY MANILA
★
HUDSON MANIFOLD
★
HYMARK MIMEO and BOND
★
SUNKIST LEGAL PADS
★
USONA TYPE-WRITER PAPERS
★
HYMARK LEDGER SHEETS
★
HYMARK CLASP ENVELOPES
★
HYMARK PRINTED PAYROLL ENVELOPES
★
ORANGE-CORE GUMMED TAPE
★
Manufacturers of "HYGRADE" Adding Machine ROLLS

HY-LITES FOR FALL BUSINESS

MA CHERIE VELLUM
8 x 10 sheets imprinted with an artistic spray of ribboned forget-me-nots. 48 letter, 48 tinted envelopes. Gray-Pink-Blue. Ribbon tied.
36 Boxes of a Color to Carton

FLEURETTE VELLUM
A distinctively smart papeterie of rag content bordered with a panel of rosettes. All over rosettes line the envelopes. 24 letters, 24 notes, 48 envelopes. Ribbon tied. White-Gray-Blue.
36 Boxes of a Color to Carton

DECKLETTE VELLUM
8 x 10 sheets—simulated deckle imprint giving it the appearance of the finest French papeterie. Tinted envelopes. 48 sheets—48 envelopes.
Gray-Blue-Pink
36 Boxes of a Color to Carton

ZEPHYR BOND *Air Mail*
8 x 10 sheets, rag content bond with smart cockle finish. Tinted envelopes. Shell Pink and Powder Blue. 48 Sheets —48 Envelopes.
36 Boxes of a Color to Carton

FORGET-ME-NOTS *Floral*
3 color floral design printed on white rag Bond, ribbon tied, size 5½ x 7—3 color attractive box.
40 Printed Sheets, 40 Plain Sheets
40 Envelopes

RED SEAL AIRMAIL TABLETS COCKLE (W) RAG ONION SKIN
No. 139BC 8½ x 11—85 Sheets

DRAWING TABLETS
9 x 12—40 Sheets
12 x 18—40 Sheets

TRACING TABLETS
9 x 12—40 Sheets
12 x 18—40 Sheets

HYMARK LEDGER SHEETS
912-A 9¼ x 11⅞ D. E.
912-E 9¼ x 11⅞ D. C. & B.
1M—5.25; 4M—4.75; 8M—4.25

REINFORCEMENTS NO. 2

25M	Per M	.25
50M		.22
100M		.20
250M		.18

OVERSEAS BOXES
Per 100 ..... 7.00

NATIONAL STATIONERS' OFFICE OUTFITTERS MANUFACTURERS ASSOCIATION

L. HYMAN & SONS
PAPER MERCHANTS
102 Prince St., New York 12, N. Y.
46th YEAR OF DEPENDABLE SERVICE

Growing Pains

(*Continued from page* 40)

I cannot urge office people strongly enough to depend upon their office supply salesmen. These men cherish your business and look after your interests. I positively know of two occasions where my supplier has deliberately thrown my business into channels other than his own in an effort to serve me best. Once was when he brought in an advertising man who later was the recipient of a large quantity of orders from us for printed matter formerly handled by the office supply salesman. Another time he introduced Gilman fanfold to me which we are using now rather extensively in place of forms also previously furnished by him.

To all small company office managers, I would say, "Get yourself a good, honest office supply salesman." Trust him and put some of your worries on his shoulders. That's his job, and he's a specialist at it.

More space needed

Up to 1938, then, no too serious problems had presented themselves.

However, the necessity for our first step toward expansion began to be noticeable about this time. We were outgrowing our offices and factory space. Nothing is so inefficient as cramped quarters. So in the summer of that year, we purchased the old Reed-Prentice foundry building. It was necessary for us to make extensive alterations to utilize the building to our best advantage. The offices, when they were finished, consisted of a first and second floor. This was not to my liking, as complete supervision of offices has always seemed to me very important. However, the layout of the building prevented us from having it otherwise at that time.

We set ourselves up to do double the business we had done before and to prepare our offices and staff to handle this additional amount of work, we found it necessary to install a new type of telephone system—the PBX method. Also a telephone operator and a bookkeeper. Duties were split up among us so that no one had too great a burden.

Following our move into our new quarters, things began happening fast. We found it necessary to create our first office manager, and this we did by promoting the chap who had started for us as a clerk several years before. I turned over to him all of the managerial duties in order to give myself sufficient time to concentrate on the actual growth and expansion of our company. It was his job to allocate routine work into the proper channels, to look after the problems of our office personnel, and in general to see that we had a smooth-running office.

Under the supervision of the office manager at this time were a telephone operator, a bookkeeper, two stenographers, a male and a female clerk.

Then followed the creation of a new department, the Personnel, and another person was added to our growing office staff.

Toward the end of our third year in business, we began to think of advertising; we wanted people to know who we were, and what our company was all about.

One of the foremost types of advertising I know of for the small business is well-printed and well-planned stationery, eye-catching invoices, attractive-looking checks, remittance statements and so on. I am a firm believer that printed forms and stationery reflect the character of a company. And so I began searching for the best types to choose for our permanent use. I watched closely all incoming mail for a long time. I had many conferences with printers and advertising men and, finally, we developed what we thought was in the best taste and most suited to our type of busi-

(*Continued on page* 72)

Weldon Roberts Erasers

GRAY RUBBER PERFECTION

ERASES INK, PENCIL, TYPEWRITING

NO. 121 ELLIPTIC

Handy shape for versatile uses in Office, Drafting Room, School & Home.

NO. 900 SUEDE

Soft gray texture, modified octagonal shape. A typists' favorite.

Part of the complete quality line of

Weldon Roberts Erasers

Correct Mistakes in Any Language

WELDON ROBERTS RUBBER COMPANY

Newark 7, New Jersey

MACO LINE

TAGS ★ LABELS ★ PIN TICKETS

FOLDER ROLL LABELS AND INDESTRUCTO TAGS

SOLD BY LEADING STATIONERS

The J.L.MAY COMPANY

109 WEST 19TH ST., NEW YORK, N. Y.

Handy Helper's 4-Question Quiz

Dennison

SHIPPING TAGS

1. The best shipping tags are made from

A—Thin sheets of oakum fibre

B—Specially selected rope stock

C—Balsa pulp, cured in vinegar

D—Lignum vitae, plus cochineal

2. Pullout strength is the number of pounds required to

A—Extract one tag from a carton

B—Overcome force of gravity in a nose dive

C—Pull tag off its string or wire

D—Detach tag from package by breaking string

3. The term "PATCH" on a Dennison Tag refers to

A—Scientific strengthening of hole with glued fibre washer

B—Quick repair for travel worn tag

C—Address area

D—Supplementary gummed label marked "RUSH" or "FRAGILE"

4. Quality of shipping tags is determined by

A—Barometric pressure in the paper mill

B—The age of the trees from which pulp is made

C—R. P. M. of pulp beaters

D—Nature of tag stocks and their thicknesses

Turn the page upside down and figure your score. Three right answers put you in the expert class. Four place you definitely as a Dennison user.

And in that case you already know that "Dennison" on a Shipping Tag means real satisfaction for your company and for you.

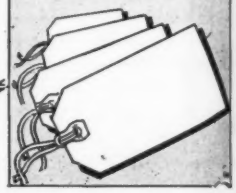
NOW CHECK YOUR ANSWERS

1. B is correct. Dennison "p" Tags are made from a high grade of long-fibred all-rope stock, and they are calibered to .15 inch in thickness.

2. C is your answer. Pull-out strength is the thing that makes it certain that a tag will stick with its shipment until arrival.

3. A is right. Dennison "barrel shaped" patches on both sides of a tag help to provide the best pullout strength we know.

4. D does it. Printing and writing surface is important, too. Your customers will find it easy to address Dennison tags.



Dennison

FRAMINGHAM, MASS.

THE SHIPPING TAG IS JUST ONE ITEM IN THE DENNISON LINE OF ESSENTIAL STATIONERY SUPPLIES FOR COMMERCIAL AND SOCIAL USE

Dependable...

PLYMOUTH RUBBER COMPANY, INC.

FOUNDED 1896 *The Largest Rubberizers of Cloth in the World* CANTON, MASS.

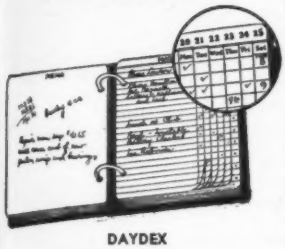
THE "BIG THREE" IN REMINDERS

MEMINDEX Desk Unit and Pocket Case

1 MEMINDEX

MEMINDEX—famous pocket memory used by successful men and women everywhere. The ideal "field office" for business and professional people; Army and Navy personnel.

MEMINDEX consists of handsome leather Pocket Case and compact Desk Unit. Memos and data are kept on ruled, dated, and scientifically indexed CARDS—transferable from Pocket Case to Desk Unit and back—no transcribing. A STEADY REPEAT SELLER—many instances of refills purchased for thirty consecutive years. Wide range of models and prices.



DAYDEX

2 DAYDEX

DAYDEX—a high quality, good looking desk memo calendar with patented, exclusive features. Visible Week principle shows all appointments for week without turning pages. Model A, Black cover, retail $1.50, and Model S, hammered silver-type cover, $2.00.

POINTER DAYDEX—Colored plastic pointer shows day of week. One page carries week's appointments. Model E, brown case, bright metal fittings, $1.50.

Pointer DAYDEX

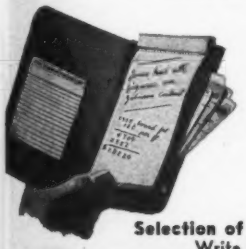
NEW! DIFFERENT! PRACTICAL!

3 POCKET PAL

Streamlined Pocket Secretary

Scientifically Indexed Cards

Selling like wildfire! A brand-new idea in pocket reminders for the traveling man and business executive. Combines note pad, mailing stickers, dated and scientifically indexed cards in new-type pocket secretary.



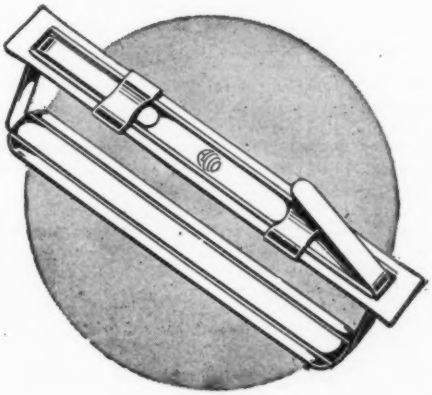
FEATURES NEVER BEFORE AVAILABLE

- Stickers for Air Mail, Special Delivery, etc.
- Hotel Reservation Cards
- Hotel Identification Cards
- Brief Correspondence Cards
- Budget Cards
- Etc., Etc.

Selection of genuine leathers, $4.25 up retail.
Write Dept. O for Complete Details

WILSON MEMINDEX CO.
149 CARTER ST. ROCHESTER 5, N.Y.

"SURE BET" for BETTER BUSINESS



ACCO

From every point of view Acco products are your best bet for better filing and binding.

Thousands know Acco product-superiority in quality; in safe, speedy office efficiency; in more-for-the-money economy. They want, need—and enjoy Acco's practical office versatility.

For "stepped up" efficiency and improved methods in your organization use the "odd-on" office favorites that virtually build business. Order your Acco requirements today.

ACCO PRODUCTS, Inc.
39th Avenue and 24th Street
LONG ISLAND CITY, N. Y.

100,000 TRAVELING MEN

will welcome and use the new

SIMPLEX TRAVELOG EXPENSE BOOKS

The way it is selling proves its need. Not dated. Start using any time. Acts as Trip List. Usually carried in personal bag or car. Large enough not to be lost, small enough to be practical.

One Book lasts a year with duplicate copies for salesman.

Simplifies records for Income Tax purposes by segregating Hotel, Meals, Fares, Auto, etc. with plenty of blank headings for any type business.

Gives Weekly totals with extra pages for Monthly and Yearly Re-caps.

Sold thru Wholesalers.

Frank A. Weeks Mfg. Co., New York 7, N. Y.
311 Broadway
Distributors for New York and Pennsylvania.

"The Boys will use this one"

THE FOWLER COMPANY
144 Prospect Ave. Hamburg, N. Y.

W. C. LEUTE

COMMERCIAL LEATHER GOODS

54 DEY STREET NEW YORK 7, N. Y.

#215

Canvas & Leather Mailbag #215	Price	All Leather Mailbag #214	Price
13x10	$10.00	13x10	$15.00
15x12	11.50	15x12	17.50
17x14	13.00	17x14	20.00
20x15	15.00	20x15	22.50
24x16	17.50	24x16	26.00
26x18	19.50	26x18	29.50

Heavy Duty Bag for Mail, Securities and General Messenger Use

Size 14	price	$19.50
16	"	21.50
18	"	23.00
20	"	25.00
22	"	27.00
24	"	29.50
26	"	32.50

#224

Special Sizes Made to Order

The above are subject to a 20% Federal excise tax. We also make messenger wallets, money bags, brief cases, zipper cases, accountants' cases and salesmen's sample cases.

We invite your inquiries.

CARDS GUIDES FOLDERS

With Extra Refinements that Cost ***No More***

★ ★ ★ ★ ★

WRITE FOR CATALOG

Imperial
Methods Company
FOREST PARK, ILL.

WRITE CARBON PAPERS *and* TYPEWRITER RIBBONS

The WRITE path to efficiency

WRITE Carbon Papers give you more and cleaner copies from each original. That saves *extra* typing.

WRITE Typewriter Ribbons turn out sharp, clear, legible originals. And that saves *re-typing.*

WRITE products are *guaranteed*—for quality, uniformity, long wear. Let WRITE save you time and money.

Ask your dealer, or write us today for FREE samples and attractive prices.

Immediate deliveries!

WRITE INCORPORATED 420 Lexington Avenue New York 17, N. Y.

FACTORY: Bridgeport, Conn.

THE TWIN—2400 CARDS

The newest most compact card file! . . . Handsome! . . . Handier! . . . Saves Space!

Rock-A-File's unique feature of rolling open broadside makes the difference. A flick of the finger puts the entire contents in full view, perfectly aligned and instantly accessible. Space is saved wherever it's used—on the edge of a desk, small table or window ledge—for *in use* or *not in use* Rock-A-Files are only 15 inches long, and the width increases but slightly when *in use.*

Single Model
1200 Cards

Rock-A-File Single and Twin Card Files are available in Standard Green or Genuine Walnut in the 3 popular card sizes. Order from your stationer or office supply dealer. Inquire about the sensational Rock-A-File Space-Saving Letter Files.

ROCKWELL-BARNES COMPANY
35 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS

NEED OFFICE HELP?

If you are coping with the help problem these days, take a tip from the kitten—get Stylewriter Ribbons for your office staff. Stylewriter's extra length means fewer ribbon changes—a saving of time for the busy secretary. And Stylewriter's fine weave means easier-to-read copies—a saving of time for the busy executive.

THE CARTER'S INK COMPANY
Boston, Massachusetts
Carbon and Ribbon Specialists

HEADQUARTERS for OPTICAL SPECIALTIES & DRAWING INSTRUMENTS

Daily more and more buyers call on "Compass" for optical and scientific specialties and drawing materials. No wonder . . . for "Compass" carries a complete selection of the well-known brands .. . Taylor, Spencer, Bausch & Lomb, etc.

DRAWING SETS

No. 814—Professional Quality. Brass, nickel plated. $12 per set. Write for quantity discounts on this and many other models.

MAGNIFYING GLASSES

Clear, white ophthalmic glass. All-black, one piece, plastic frame and handle. Retails at **$2.75**

Just one of a great variety always in stock.

WRIST COMPASS

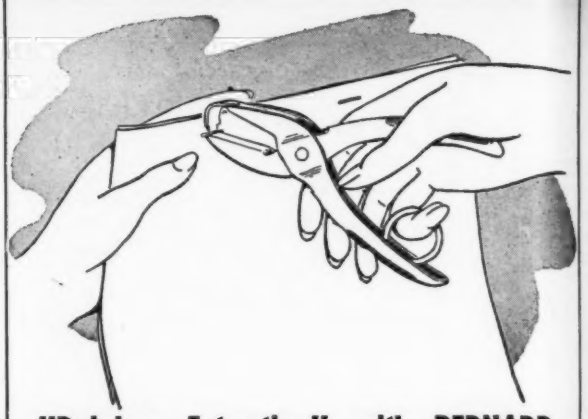
Plastic case, movable bezel. Quality leather wrist band with plastic buckle. Retails at **$5.00.**

UNSINKABLE WATER-PROOF COMPASS

Transparent lucite case with brass bottom, etched scale. Sturdy, reliable. Retails at **$1.00.**

ILLUSTRATED LITERATURE UPON REQUEST

COMPASS INSTRUMENT & OPTICAL CO.
268 FOURTH AVENUE, NEW YORK 10, N. Y.



"Painless Extraction" with BERNARD

The world's most efficient staple remover

You can remove staples holding two sheets or two hundred, no matter how tightly clinched they are, with the Bernard Staple remover. You can do it easily, without tearing important papers, breaking fingernails or wasting time. No other remover can do this. It is the only staple remover which will remove all sizes of office staples. The Bernard Staple remover, Model No. 150-5" speeds up office routine, increases the use of stapling machines, which save filing space used up by thicker clips, pins etc.

Individually packed. Finished in gleaming war-time black. Send for catalog of Bernard Stationery tools.

THE WM. SCHOLLHORN COMPANY

Stationery Tool Division, New Haven, Connecticut

WORK WITHOUT *Graffco* SIGNALS?

NEVER

Graffco signals and maptacks aid busy workers . . . do much to make operations smoother. *Graffco* signals and maptacks *never forget;* they make existing systems more efficient; speed operations.

GEORGE B. GRAFF COMPANY
68A Washburn Avenue
Cambridge 40, Mass.

Graffco
SIGNALS *and* MAPTACKS

Keep BUSINESS Under Control

Dealers: Here's Something NEW!

MOREY SPEEDITAX CALCULATOR

For Every Payroll Clerk and Timekeeper

Weekly Payroll Withholding Tax Computations

Exact Wage Percentage from $11 to $200
List $3.50

TEN BIG FEATURES

1. Speeds Payroll Work and Saves Time.
2. Space for Listing Employees' Names and Exemption Claim Numbers.
3. A Complete Payroll Unit for small business firms.
4. For Long Payroll, User lists wages consecutively from low to high and works from Tax Calculator to Payroll.
5. Tax at a glance—10 consecutive wages with one dialing.
6. All Computations are within two lines of Red Guide Line.
7. Small and compact, attractively finished, may be carried in pocket.
8. Exact Dollar Computations will cut to a minimum, yearly tax over or under payments—A benefit to Employee.
9. Built around and operates in the same manner as the well-known Bates List Finder.
10. A High Quality, Low Cost Product—Compare cost and special features with any other Withholding Tax Calculator.

Easy dial operation

Order from your nearest jobber or distributor or write to us direct for circular.

Manufacturer

MOREY PRODUCTS COMPANY

1129 Vermont Ave., N.W. **Washington 5, D. C.**

An old trusted friend

ARTGUM

BRAND

ERASER and CLEANER

THE ORIGINAL AND STANDARD

1. "ARTGUM" is a surface cleaner with a light touch.
2. "ARTGUM" is friable—has no deteriorating content.
3. "ARTGUM" contains no grit.
4. "ARTGUM" doesn't abrade the surface of paper.
5. "ARTGUM" doesn't smudge.
6. "ARTGUM" doesn't dim ink lines or delicate imprinting.

Insist on the original and standard

THE ROSENTHAL CO.

45 EAST 17th STREET, NEW YORK 3, N. Y.

REDUCE OFFICE OVERHEAD

WITH THE DELBRIDGE SIMPLIFIED WITHHOLDING TAX CHART

NOT an advertising novelty, nor is it a "free" chart. Expertly designed to enable the average office employee to quickly and accurately prepare your deductions. Shows all figures required, including the 18% and 22.5%, and daily and miscellaneous deductions. Eliminates costly errors and delays in your payroll department. Guaranteed to comply with all provisions of the tax law.

AUTOMATIC — COMPACT — EFFICIENT

Published in four editions for Weekly, Bi-weekly, Semi-Monthly or monthly Payrolls.

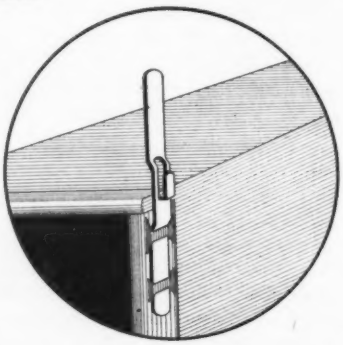
$2.50 EACH AT YOUR DEALERS

DELBRIDGE CALCULATING SYSTEMS

2502-10 Sutton Ave. St. Louis 17, MO.

TRANSFILE 2-WAY INTERLOCK

Trade Mark



was specifically designed to make TRANSFILE FILES more efficient in operation when they are stacked in batteries. It is a very simple little device which just slips into its appointed place. No tools, screws or bolts. When installed, it secures the units both horizontally and vertically locking them tightly into staunch batteries.

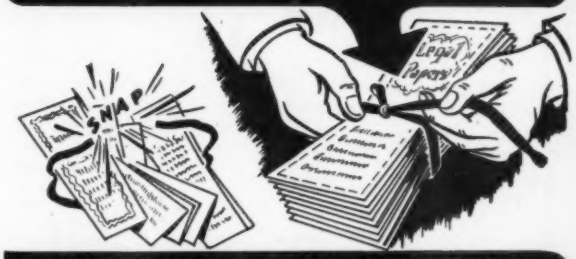
Make sure you buy the 2-WAY INTERLOCK. It means extra satisfaction.

GUIDE SYSTEM & SUPPLY COMPANY

335 Canal Street New York 13, N. Y.

PULL FASTENERS

BEAT THE THE RUBBER BAND



ANY PLACE A BAND IS NEEDED A "PULL FASTENER" CAN BE USED

Pull Fasteners don't slip, dry out, stretch or break. Durable as the documents, papers, checks and similar items they neatly and firmly tie together. Easy to use. Pull either end to tighten. Prevents loss and separation. Sizes, 6" to 54". Sold in packages of 100.

THE *Schlegel* MFG. CO.

277 NO. GOODMAN ST., ROCHESTER 7, N. Y.

SCHLEGEL CO., CANADA LTD., TORONTO, ONT., CANADA

Mr.
FULTON
says . . .

This is still the season for . . .

ALL-WEATHER
STAMP PADS
and
ALL-WEATHER
INK

Fulton SPECIALTY CO.
200 Fifth Avenue New York 10, N. Y.
Factory at Elizabeth 1, New Jersey

Sticking Pretty!

Grippit PAPER CEMENT

GRIPPIT is accepted and used as the standard Non-Inflammable Paper Cement by great industrial firms who buy only after thorough tests in their own laboratories. Non-Wrinkling, Detachable. Excess rubs off. Needed on every desk and drawing board.

Roltonic ROLL RESTORER
Typtonic TYPE CLEANER

Companion products needed in every office. ROLTONIC cleans and gently naps the rubber platens of all business machines. New gripping surface carries file folders, envelopes, etc., through, holds them straight.
TYPTONIC actually flushes away ink, eraser dust, office grime from metal and rubber type, then disappears entirely.
Both ROLTONIC and TYPTONIC are made to the same high quality as GRIPPIT.

All three products are Non-Inflammable, Non-Poisonous, Harmless to skin and clothing.

WRITE FOR SAMPLES AND PRICES

HARRIMAN - WELTS, INC.
403 RIVER ST. - HAVERHILL, MASS.

(*Continued from page* 64)

ness, always keeping in mind the reaction of the recipient. To me, this is all-important! I know how I feel when I receive a well-thought-out letterhead, a cleverly-worded proposal, or an attractive calling card. It creates a favorable impression and seems to demand a little closer attention than something that is thrown together carelessly. True enough, many printed forms are meant only for the eyes of clerks, purchasing agents and shipping and receiving departments, but even so, I have always maintained that a company should be proud of every piece of paper bearing its name that either leaves its premises or is used inside its own offices and plant. Throughout a company's lifetime, if but five new customers are obtained through the medium of a favorable impression made by a letterhead, then, without a question of doubt, this form of advertising is important and should not be looked upon merely as a necessary evil.

Expand and improve

We remained in our second building for four and one-half years. During those years, we set up a purchasing department, a sales department, we added to our factory a superintendent's office, a shipping and receiving office and a drafting department. We improved systems, purchased office equipment and built another office and an office supply room in our already over-crowded building. Because of lack of space for more individual offices we erected partitions around our bookkeeping department and around our first floor clerical department and even moved the personnel department into my private office. This layout of offices and split-up cubby holes was one of the worst mistakes we made. There can be no efficiency behind closed doors and more time was wasted going upstairs and downstairs and through passageways than you can possibly imagine. We discovered during those four and a half years all the discrepancies in our office setup and it was this transition period that enabled us to profit by our mistakes and to provide remedies for them later on.

We felt keenly the lack of storage space for records—we were too young a company to even consider having our records photographed, as we had to refer to them too often, so we began to acquire storage files and binders and they take up a lot of room. Our office supply room was inadequate and we were not able to take advantage of savings by purchasing in quantities as we had no place to store our stocks. Our supplies and office forms were also more numerous than they had been before.

We had purchased complete Ediphone outfits and voice records had to be stored; autographic registers had been put into use in various departments and carbon and forms for them had to be kept on hand.

We started a photographic department, taking our own pictures of machines, and had to go through the run of the mill, experimenting with three different types of camera and developing equipment before we found what best suited our needs.

We were doing a large notes receivable business, but found all available record books and systems for this purpose unsuitable, and finally had to work out our own—a very simple 5 x 8 card system—efficient and fool-proof.

(*Continued in September* DIGEST)

Purchase Chicago Assets

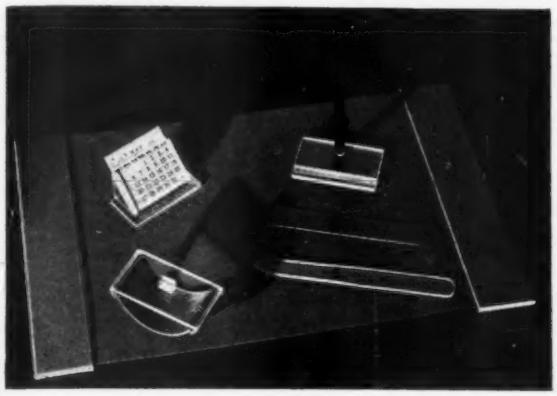
The Midland Paper Co. has purchased from the Zellerbach Paper Co., the assets of its Chicago division and will hereafter conduct the business at the same address, 560 W. Lake St., Chicago.

The new owners will strive to maintain the same friendly relations and personalized service which marked the business under its former management.

PLASTIC DESK SETS

by **ALMAC** in LUCITE-PLEXIGLAS

Complete with Fountain Pen



School Goods that are brand NEW . . . and provide sales action today and every day. Display 'em . . . SELL 'em!

Model KID (illustrated) 6 pieces, retails at.....$7.50
Model L, 7 pieces, retails at..... 8.50

Both models in Crystal, Amber, Rose, Blue, Green.
15 Other Complete Desk Sets—100 More Attractive Items.

Write for Catalog

ALMAC PLASTICS, Inc.

MAC. J. LEWIS, President
Showroom Room 564, 230 5th Ave., N. Y. C.

N. Y., N. Y.

PRE-WAR QUALITY

- Constructed of 30-pt. red pressboard
- Definitely first in quality and long service
- Immediate delivery

Every Modern Filing Need

listed in latest 1945 catalog. 1100 items. Ask for your copy!

Size	Retail 12 sets & up
Letters, A-Z	$3.00 per set
Legal, A-Z	3.55 per set
Invoice, A-Z	3.00 per set

AMBERG FILE & INDEX COMPANY

Filing Specialties Since 1868

1607 DUANE BLVD., KANKAKEE, ILL.

New—

DISCHARGED VETERANS' FLAG

Red border, white field, emblem in blue and gold. Available both taffeta and rayon satin.

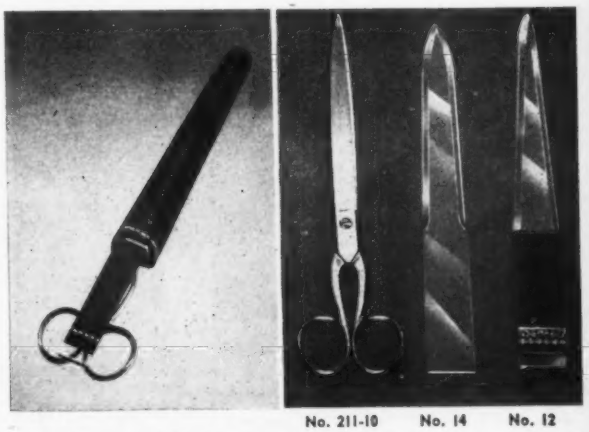
Big, new volume sales for you, with this new, official Discharged Veterans' Service Flag—just announced by War Dept. For home, office, window, car, etc. Big profits for you at our low dealers' wholesale prices. Write for price list today. Available both rayon satin and taffeta. Send for illustrated catalogue NOW.

Veteran's Emblem for Group Flags

Every group Service Flag a prospect. New emblem takes place of star for each Veteran discharged. Individual emblems available in all sizes to replace stars. Your customers will want these NOW. Send for price list today.

Blue emblem on gold felt or satin. Available for all group flag sizes.

REGALIA MFG. CO. Dept. T Rock Island, Ill.



No. 211-10 No. 14 No. 12

Letter Opener #12—Lucite—9" long, 1" wide. Leather covered handle, Gold Tooled. Individually boxed. $9.60 a doz.
Letter Opener #14—Transparent and Solid Black—9" long, 1" wide. Black: $33. a gross, Clear: $37.50 a gross.

IMMEDIATE DELIVERY on the above.

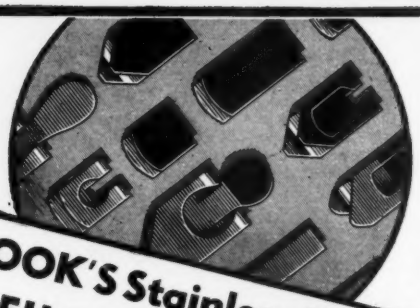
After the War—Library Sets Leather Case, Gold tooling, forged steel shears, high grade letter opener.

Editor's Shears— 8, 9, 10 inch. Also complete line of *Shears* for the stationery trade.

TRADE MARK EST. 1835

CRANE BRAND
Established 1835
A mark of Quality for over a century.

Metropolitan CUTLERY COMPANY
33 W. 34TH, NEW YORK CITY



COOK'S Stainless Steel FILE SIGNALS

LESSEN LABOR • INCREASE SPEED

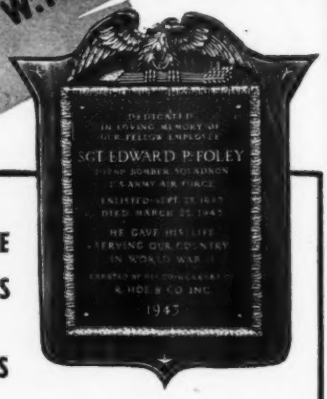
MINUTES count. Groping for facts these days is expensive. Urge your customers to keep useful data classified by attaching these handy "signals" to visible records, card files and ledger sheets.

Easy to attach, shift, remove. Made of thin steel, they add no appreciable bulk and never tarnish. 12 non-chipping enamel colors and 18 types take ample care of all modern filing systems. Cards of actual samples for your salesmen free of charge on request.

THE H. C. COOK CO.
18 Beaver St.
Ansonia
Conn.

NOW

Released by W.P.B.



SOLID BRONZE HONOR ROLLS AND WAR MEMORIALS

Honor your war heroes in handsome, imperishable International Solid Bronze—now released by W.P.B.

Many appropriate stock designs available for Honor Rolls and War Memorial Plaques, as well as all other business uses. Special designs and estimates gladly submitted without charge or obligation. Superb workmanship, painstaking hand finishing, modest prices. *Unconditional money-back guarantee.*

Write for Free Illustrated Catalogue D.

INTERNATIONAL BRONZE TABLET COMPANY, INC.
36 East 22nd Street, New York 10, N. Y.

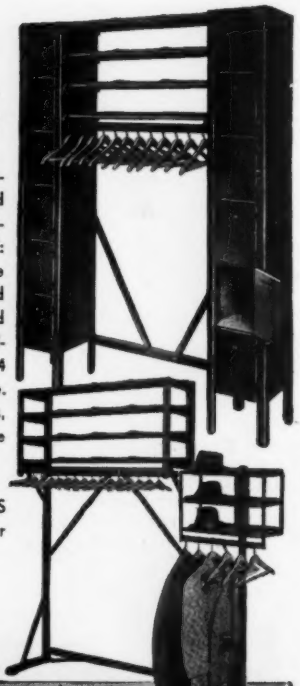
Now Available in STEEL!

for early fall delivery

in new modern, streamlined designs and beautifully finished with all of the patented PETERSON efficiency features of: Spaced coat hangers, where wraps are kept dry, aired and "in press." Individual ventilated hat spaces, space-saving efficiency—accommodate 3 or 4 persons per sq. ft. of floor space. And, where desired, lock boxes, umbrella racks and overshoe shelves.

WRITE FOR CATALOG SHEETS and begin taking orders now for early fall delivery.

Write for Bulletin G4

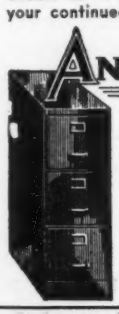


The OFFICE VALET

VOGEL-PETERSON COMPANY
"The Checkroom People"
624 So. Michigan Blvd. Chicago 5, Ill.

Staging a Battle

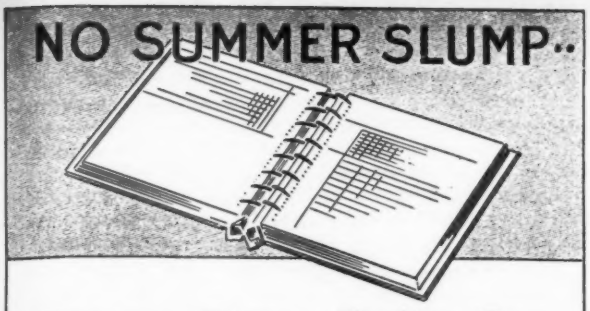
We've been hard at it these last few years and proud to be contributing to the winning fight. Our recent experiences will enable us to serve you even better. Until total Victory we ask your continued patience.



ANDERSON-HICKEY CO.
INC.
GENEVA
ILLINOIS

"Andy units of steel"

NO SUMMER SLUMP..



Peace Time Calls For New Systems and Records

Investigate the newer and better methods that have helped so much in war-time production. Here are two Cesco items.

VISIBLE RECORDS BOOKS

For Inventory and Stock Control, Purchase, Sales and Prospect Records. Many forms in stock.

SOCIAL SECURITY RECORDS

A series of forms for most every size business. Personnel and employment records.

SEND FOR LITERATURE

on these and other time-saving systems. Please use your business letter-head.

The C.E. SHEPPARD CO.,
44-01 21st Street, - LONG ISLAND CITY, N.Y.

Easy Writing...

TOUGH LEAD

MOON

Standard in large corporations— where they know how to buy.

COPYING PENCILS

THEY RESIST HEAT —WILL NOT BECOME SOFT AND SOIL HANDS

J. S. STAEDTLER, INC.
53-55 Worth St., New York 13, N. Y.

COMPLETE ★ DEALER LINE ★ OF FILING SUPPLIES

Filing Systems • Guides and Indexes

Filing Folders • Printed and Ruled Stock Forms

SPECIAL FORMS FOR YOUR SPECIAL NEEDS

THE DACO CARD & INDEX CO.

9 Federal Court **Boston, Mass.**

HONOR ROLL PLAQUES of GENUINE BRONZE!

Available again—due to relaxed W.P.B. rulings!

Your customers are in the market for Honor Rolls of real solid Bronze—a demand you can now meet! Let us show you the way to increased sales and profits through these fast-moving items. No investment on your part; full cooperation extended on all inquiries. Let "Bronze Tablet Headquarters" supply you with memorials, testimonials, Bronze tablets, doorplates, signs—all in gleaming, solid Bronze.

Write today for illustrated catalog and complete selling information to Dept. GT.

UNITED STATES BRONZE SIGN CO. INC.
"BRONZE TABLET HEADQUARTERS"
570 BROADWAY, NEW YORK 12, N. Y.

The Original...

Single Fluid

INK and STAIN REMOVER

CARDINELL CORPORATION MONTCLAIR, NEW JERSEY

Genuine Art Corners by ENGEL For Photo Albums, Scrap Books

NATIONALLY ADVERTISED for mounting snapshots, postcards, clippings, stamps, etc.

Engel Pocket Art Corners

EZE TO USE

Will mount prints tight or loose, negatives can be filed in back.

100 of a color in envelope to sell for 10c.

Engel TRANSPARO Art Corners

"Clear as Glass." Complete visibility. Prints or stamps removable at will. 100 in boxette to sell for 15c.

Order from your wholesaler or write

ENGEL ART CORNERS MFG. CO., 4709-11 N. Clark St., Chicago 40, Ill.

BEST PRICES PAID

"Get Our Bid ***Before You Sell***"

Addressographs Multigraphs Folders
Elliotts Mimeographs Sealers
Kardex, Acme and Rand

All Office Machines Now Available

"Get Our Bid ***Before You Buy***"

MAILERS' SERVICE & EQUIPMENT CO.

38 W. 15th St. (Mailers Bldg.) New York 11, N. Y.

Stop Petty Thefts

No. 10

List Price $2.50

WONDER LOCK does everything the ordinary lock can do—plus many things no other lock has ever done before. Instantly applied and will securely lock every kind of a drawer, file or door, (See Illustration). Also made to protect the contents of show cases. No holes to drill—no nails or screws, no tools required. Two drawers may be secured with one WONDER LOCK by the use of brace plate furnished.

Every store, office, factory and home a prospect. Used by U. S. government. Write at once for price and full particulars.

Prompt Shipments

WONDER LOCK 53 W. Jackson Blvd. Chicago 4, Ill.

BLUEBONNET TYPE CLEANER

GIANT DOUBLE-SIZE BOTTLE

50c

Delicately Scented!

Thousands of Delighted Users

AT LEADING JOBBERS EVERYWHERE

Product of System Service Company, Paterson, N. J.

Animal Glue Important in Office Field

When a paper manufacturer exclaims, "This has been sized properly," he is not referring to the actual dimensions of the sheet of paper. Giving paper surface finishing—snap and rattle—and rendering it resistant to ink or water is known as "sizing it." Letterheads are often made of select rag content papers sized with glue. Similarly, bond, ledger, and special papers designed to be used with inks are sized with animal glue so that they will better withstand erasure, offer greater resistance to grease and water, and prevent surface fuzz.

Such finishing is of particular value where paper is used for permanent records and wherever permanency is desired, as in photographic and blueprint paper, bank notes, and paper used in offset lithography. In fact, the strength of all types of papers is generally increased by tubsizing with animal glue, as are the qualities of folding endurance and endurance to wet rubbing and bursting.

Most popular example of folding endurance—the dollar bill! Animal glue is specified by the Bureau of Engraving and Printing in Washington to size paper money to give it additional strength to withstand careless handling and crumpling and the endless folding and creasing to which it is subjected as it passes from hand to hand.

Animal glue finds its way into the modern office in a variety of ways—as sizing on all types of papers such as writing, blueprint, and onion skin; as an agent in duplicating compounds for hectograph or similar reproduction equipment; in pencils, as part of many coloring compounds; in paper boxes; bookbindings; gummed paper and cloth, and in desk and other furniture construction.

The attractiveness of any office is centered in its furniture. The most expensive and attractive wood office desks, chairs, tables, hat racks, and filing cabinets largely owe their worth and years of service to the glue used in their construction. Chairs joined with animal glue have been known to hold together for more than 3,000 years. When King Tut-Ankh-Amen's tomb in Egypt was opened, chairs and other wooden articles joined with animal glue were found intact and in good condition. Glue joints are not only long lasting, they also have great strength. A properly glued joint can withstand pressure up to five tons.

Glue is also used in the making of the metal equipment in offices. The excellent enamel finish cannot be applied until the metal is cleaned and smoothed with polishing wheels which are made with glue and fine abrasive grains.

Window shades are sized with animal glue, and there is glue in the floor coverings, whether they be carpets, rugs, or linoleum.

Yes, glue is a very important article in the field of the modern office. It is part and parcel of 90% of office equipment and supplies, even to the matches used to light the executive and employee cigars and cigarettes!

NATION-WIDE OFFICE-AIDS

Easy ... Simplified ... PAYROLL

CALCULATION

JUST COPY THE AMOUNTS
NO CALCULATIONS NECESSARY

WAGE TABLES

40c to $1.50 Per Hour

Precalculated in 1/4 Hour Intervals
Includes Daily and Weekly Withholding Tables

- 50 Hrs. Straight Time
- 20 Hrs. Time and Half
- 10 Hrs. Double Time

$1.95 LIST F.O.B.

No. 5000. A 72-page book, 5x7, spiral bound.

PAYROLL BOOK

No. 5001 provides a complete year's record for 25 employees with 5 weekly periods for each month, Employees' Personal History Records, Cumulative Wage & Tax Data, Federal and State Payroll Tax Computation, Quarterly & Annual Wage and Tax Recapitulation, Weekly Withholding Tax Tables.

Size 7x8½, Plastic Bound, 136 Pages, Brown Ink on White Ledger ..... $2.00 LIST F.O.B.

Send for Catalog Illustrating Other Payroll, Employee and Time Records

The Colonial Co., 2954 Quentin Road, Bklyn. 29, N. Y. • DE 9-2844

Available for immediate delivery!

KARDEX—ACME—Y & E—GLOBE WERNICKE—POST INDEX—RAND and other visible systems.

Addressographs, Multigraphs, Mimeographs, Dictating machines, Steel Files, Lockers, and Shelving.

All completely rebuilt and guaranteed.

"The House That Confidence Built"

Universal Office Equipment Co., Inc.
7-9 Waverly Place, New York, N. Y. GRamercy 3-3741

QUALITY PENCILS by
GENERAL PENCIL COMPANY
67 FLEET STREET, JERSEY CITY 6, N. J.

DICOL *TYPEWRITER CLEANER and INK ERADICATOR*

NON-INFLAMBALE

We are manufacturers of a non-inflammable typewriter cleaner and ink eradicator, supplying various branches of the government as well as large jobbers under our own or their label. Each bottle is provided with a dauber and is sealed to prevent evaporation.

List Price Size	Typewriter Cleaner Retails
2 oz.	$.30
4 oz.	.50
8 oz.	.75
16 oz.	1.25

INK ERADICATOR

Size	Retails
1 oz.	$.25

SEND FOR FREE SAMPLE

•

Freight prepaid anywhere in U. S. A. on orders over $25.

DICOL CHEMICAL CO.
8 W. Sidney Ave. Mt. Vernon, N. Y.

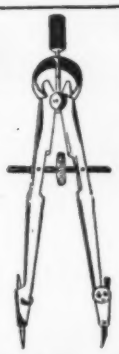
MORILLA
ARTISTS' MATERIALS

•

"DURA-SEAL"
Transparent Adhesive Film

•

General Catalogue Available



Drawing and Drafting Materials

•

Tracing and Drawing Paper

•

Drawing Instruments T Squares, Triangles Etc.

Sold by all good dealers.
THE MORILLA COMPANY, INC.
COOPER SQUARE NEW YORK 3, N. Y.

CHAIRS

MANY STYLES

Folding Chairs
Wood or Metal
Tablet Armchairs

Prompt shipment from stock. Please specify requirements when inquiring.

ADIRONDACK CHAIR COMPANY
1140 Broadway, New York 1, N. Y.
Dept. 7

HONOR ROLLS

Featuring the individual changeable letter method or the embossed name strip style. Many designs to choose from. For large or small capacities. Send for illustrated folder giving all information.

ACME HONOR ROLLS
37 E. 12th St.
New York 3

This Name—This Package

Guarantee Finest Quality
RITE-RITE MFG. CO. • DOWNERS GROVE, ILL.
SUBSIDIARY OF JOSEPH DIXON CRUCIBLE COMPANY

SCRAP BOOKS

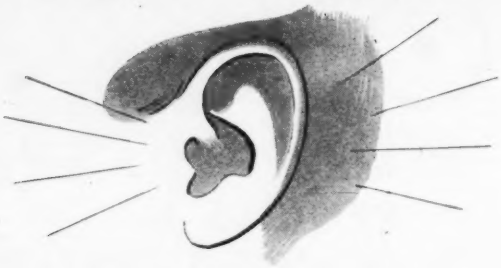
- Fabrekoid Covers in black only
- Screw Post Metal Binders
- Six different sizes

#80....10½ x 8	#83....15½ x 12¾
#81....11½ x 9⅞	#84....16½ x 13¾
#82....13½ x 11	#85....23 x 18¾

Prices on Request

MAJESTIC LOOSE LEAF INC.
122 Spring Street New York 12, N. Y.

It's easy on the ears...



easy on the fingers...

when this pad...

is under your typewriter

KIL-KLATTER absorbs sound and typing shock. Made of famous *OZITE All-Hair Felt* with treated top to prevent machine legs from digging in, and non-skid bottom for extra safety. Size 11 x 13 in. fits all typewriters and many other office machines.

AMERICAN HAIR & FELT COMPANY
Merchandise Mart • Chicago 54, Ill.

$1.00
AT YOUR STATIONER'S or OFFICE SUPPLY DEALER

New Reproducing Machine

As a result of intensified research to speed the war effort, a new machine for the rapid, automatic reproduction of printed matter, office forms, specification sheets, letters, advertising layouts, engineering and architectural drawings, and other materials, has been developed by the engineering department of the Ozalid division of the General Aniline & Film Corp., Johnson City, N. Y.

Known as the Ozalid Printmaster, the machine will print and dry develop as much as thirty feet of material a minute, producing positive prints, which have blue, black, red, or sepia lines on a white background. These prints may be reproduced on paper, cloth, foil, or film, which materials are sensitized with special azo dyes which react in the presence of ammonia vapor, the developing agent employed in the Printmaster. They require no washing, drying, or fixing. The machine can also be used to produce photographic prints in a matter of seconds without the use of wet developing solutions.

It is believed by its inventors that wartime acceleration of industrial research has produced this machine which might not have appeared for another decade.

Indirect Air Cooling Device

In its new two-color booklet called "The Magic Heating and Cooling Plant of the Human Body," the Reynolds Electric Co., 2650 W. Congress St., Chicago, illustrates how the human body may be kept at a constant temperature by circulating air which surrounds the body rather than blowing directly on it.

The device which accomplishes this effect is the company's Radi-Aire circulators which operate like an electric fan, but which do not blow cold air on one spot or into a limited area. The principle of the Radi-Aire circulator uses the air pressure from the revolving fans which are turned upward toward the ceiling and outward upon the walls of a room or compartment. The cool air is then reflected back into space and circulates about the whole body. There is no draft.

Special uses of the Radi-Aire circulators include offices, drafting rooms, hospitals and institutions which require silent and safe air circulation.

Improved Brush for Carter's Cement

The Carter's Ink Co., Boston, has developed a new brush for its No. 845, four-ounce synthetic rubber cement, and its No. 635, four-ounce superior cement. The lower half of the brush stem is flat, which adds to the brush's usefulness. When removed from a full bottle, less excess cement is drawn up on the handle. The flat section simplifies wiping off excess cement on the edge of the bottle, and between sticking operations, the brush may be tilted on the edge of the bottle.

A patent covering this new design has been applied for by the company.

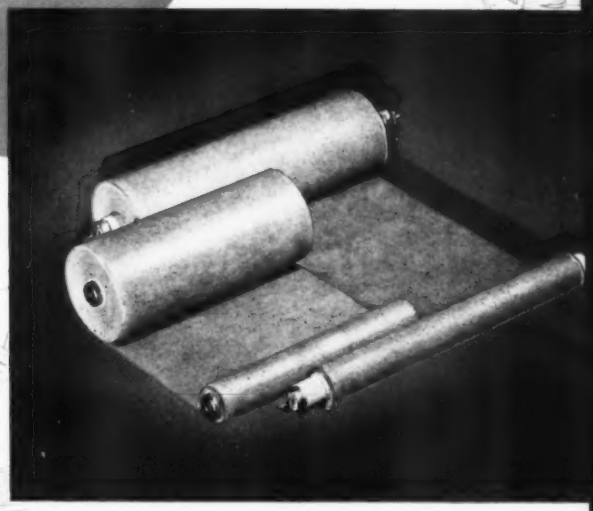
Commercial Controls Changes Representation

Charles C. Fiske, who has for more than ten years represented the Commercial Controls Corp., Rochester, N. Y., through his office equipment agency in San Francisco, is retiring from the business field. He represented the company in its sales and customer service of the firm's line of mail-room equipment in the San Francisco area.

The company has announced that its distribution in that area will now be handled by its branch office, at the same location, 593 Market St., San Francisco.

Frank G. MacIlroy, more than twenty years Rochester zone manager in the dictating machine field, has been named branch manager of this direct company branch.

HEYER GELATIN ROLLS and FILMS



Many Wonderful Improvements in 2000 Years

In ancient times, scribes recorded important messages on scrolls or parchments, which had to be read to the people. But science has brought to an educated world, HEYER Quality Gelatin Rolls and Films which not only record masterpieces for announcements, menus, sales and school work, but reproduce the maximum number of clear copies for wider distribution. HEYER Quality Duplicators and Supplies have brought to mankind many modern, efficient and economical methods of duplication plus refined qualities which always make—good impressions.

LETTERING GUIDES & STYLI
Many Sizes and Styles

4 Sizes—Makes 50 to 100 Copies
HECTOGRAPHS

HEYER Quality STENCILS
For Lettergraph, Mimeograph, etc.

Heyer ALWAYS

Quality SATISFIES

THE HEYER CORPORATION

The KEYS you Love to Touch

As you sit down wan and weary,
With the outlook far from cheery . . .
Your book loaded with dictation notes and such . . .
It is mighty comfy knowing
That the rest is easy going . . .
On your Underwood,

with ***Keys you love to touch!***

You'll find ev'ry key you're striking
Has a touch that's to your liking,
In these days when working comfort means so much.
Without pounding, fuss or worry,
You can type things in a hurry . . .
On your Underwood,

with ***Keys you love to touch!***

It's a "smooth-as-velvet" feeling,
And your neat work is appealing
To the Boss, you want to please so very much.
For his picture's in each letter,
And you'll make that picture better . . .
On your Underwood,

with ***Keys you love to touch!***

Dear Boss:
It will pay you to buy her an Underwood. Not only will she be happier on the job, but she'll be able to turn out letters that are always neat and accurate . . . letters that will be a credit to your firm, and make a good impression wherever they are sent.

Underwood Corporation
One Park Ave., New York 16, N. Y.

Underwood . . TYPEWRITER LEADER OF THE WORLD!

Copyright 1945, Underwood Corporation

RLD!